GIVING USA

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The Annual Report
on Philanthropy
for the Year 1989

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the AAFRC Trust
for Philanthropy

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The Annual Report
on Philanthropy
for the Year 1989

1990 Edition
(35th Annual
Issue)

Nathan Weber
Editor

Joanne Hayes
Publisher

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The AAFRC Trust for Philanthropy, a foundation established by the American Association of Fund-Raising Counsel in 1985, endeavors to advance research and education in philanthropy, and to increase public recognition of philanthropy for its pervasive and beneficial influence in shaping the life and character of the nation.

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Once again, Americans demonstrated the centrality of philanthropic giving, not only to our culture, but to our individual lives.

As the figures in the current edition reveal, in 1989 we donated an estimated $114.7 billion to philanthropic causes.

That represents an increase of close to ten and half percent from the amount we gave the year before, when we broke the $100 billion milestone for the first time.

Beyond increasing the total amount of dollars in 1989, we also beat out inflation.

The tens of thousands of nonprofit organizations that provide us with so many of the services we have come to take for granted faced a rise in their own costs of close to five percent during the year.

As donors, we matched that rise — and then we matched it again.

Since the most significant portion of the American philanthropic pie comes from *individual* donations (more than 84 percent of the total), it is worth comparing the 11.7 percent increase in personal giving with some of the other ways we disposed of our money in 1989.

- In all our personal consumption expenditures — all the goods and services, all the clothing, the cars, the dry cleaning we purchased — we increased our spending by 7.3 percent.
- In the food we purchased — one significant part of our total consumption — we increased our spending by 6.3 percent.

Let's look at food more closely. The Commerce Department reported that Americans spent almost $600 billion on food last year. That means that, as individuals, we donated to philanthropy an amount equal to almost one fifth of what we spent on food.

Put another way: For every five dollars we spent on food, we gave more than 80 cents — almost a dollar — to a worthy cause. (If you factor in the gifts from bequests, corporations and foundations, we donated just about a dollar for every five dollars worth of food we bought.)

And here's a more dramatic example: For every two dollars we spent on shoes and clothing, we gave one dollar to philanthropy!

- Finally, our outstanding installment credit — our indebtedness in 1989 — rose 8.7 percent, only two-thirds of the rate of increase of our personal gifts.

Clearly, these comparisons show that philanthropy is not ancillary to our lives, not something we do on the side. It is, rather, as integral today as it has been throughout our history.

Jimmie R. Alford
Chairperson
AAFRC Trust for Philanthropy

Robert C. Connor
Chairperson
American Association of Fund-Raising Counsel

Philanthropy in 1989

1989 Contributions

The Growth of Philanthropy, 1955-1989

Sources of Contributions

Uses of Contributions

State of the Philanthropic Sector, 1989

Total Giving: $114.70 billion

Sources of Contributions
($ in Billions)

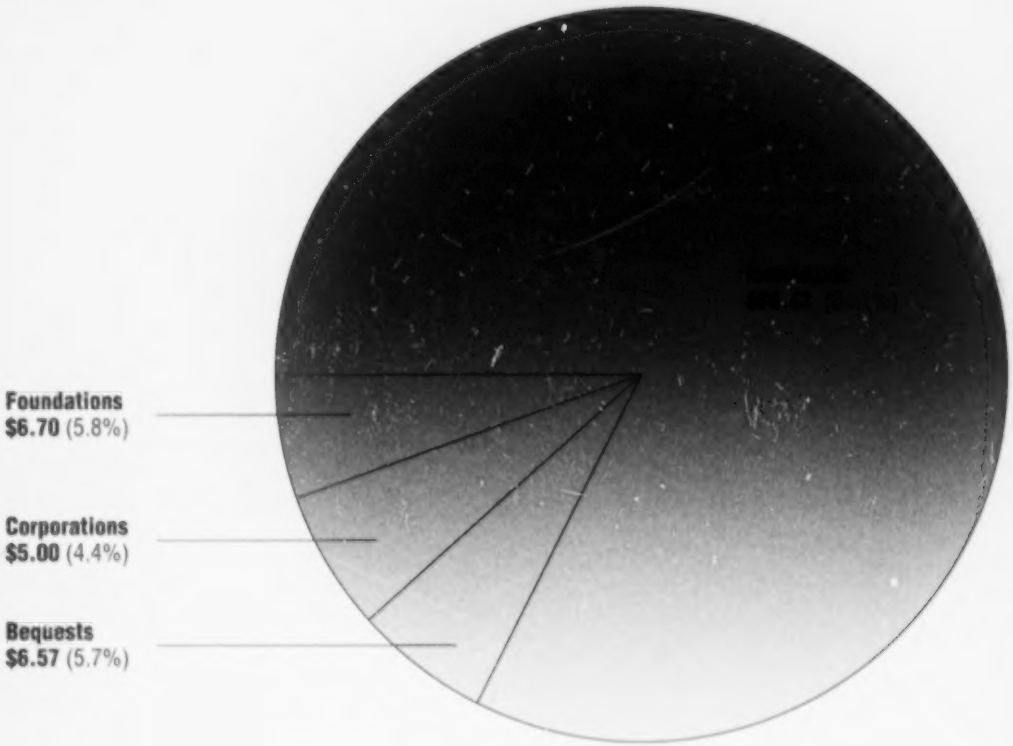

Table 1A: Comparison of 1989 Estimates to Revised 1988 Estimates ($ in Billions)

	Original 1988	Revised 1988	1989	% Change 1988-89
Sources of Contributions				
Individuals	$86.70	$86.35	$96.43	11.67%
Bequests	6.79	6.57	6.57	0.00
Foundations	6.13	6.15	6.70	8.93
Corporations	4.75	4.80	5.00	4.17
	$104.37	$103.87	$114.70	10.43

Note: Percentage changes may not be exact due to computer rounding.

Uses of Contributions

($ in Billions)

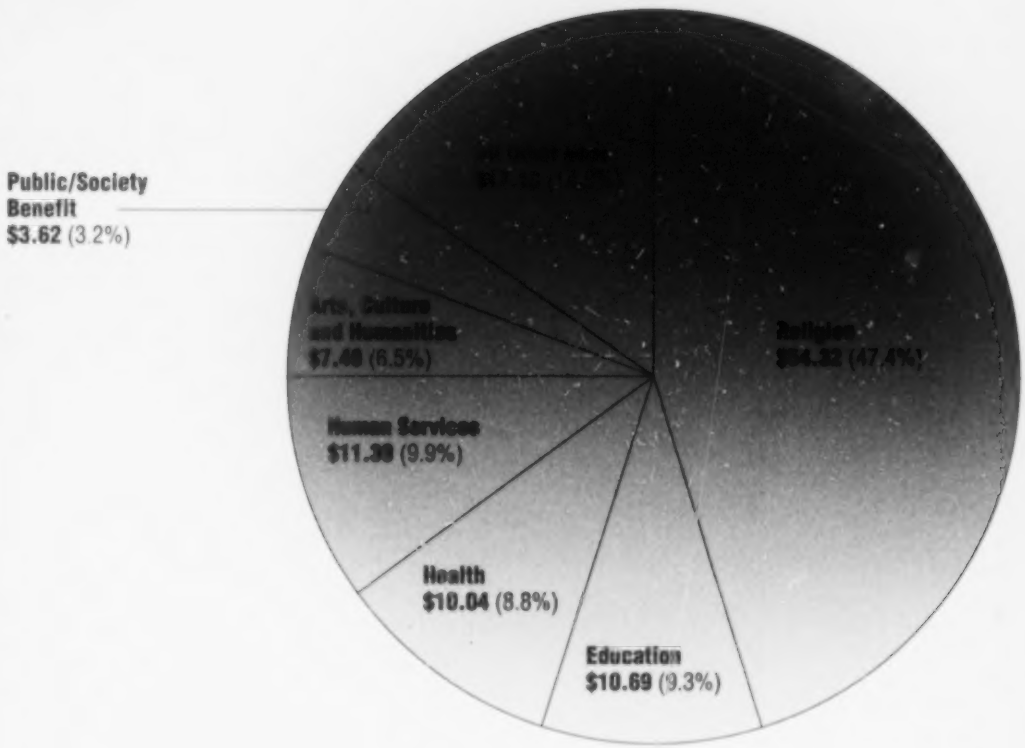

Table 1B: Comparison of 1989 Estimates to Revised 1988 Estimates ($ in Billions)

	Original 1988	Revised 1988	1989	% Change 1988-89
Uses of Contributions				
Religion	$48.21	$48.09	$54.32	12.95%
Education	9.78	10.23	10.69	4.49
Health	9.52	9.58	10.04	4.80
Human Services	10.49	10.49	11.39	8.58
Arts, Culture and Humanities	6.82	6.79	7.49	10.31
Public/Society Benefit	3.02	3.21	3.62	12.77
All other uses	16.53	15.48	17.15	10.80
	$104.37	$103.87	$114.70	10.43

Note: Percentage changes may not be exact due to computer rounding.

The Growth of Philanthropy 1955–1989

Total Giving
1955–1989
(Current $ vs.
Inflation-Adjusted $)

($ in Billions)

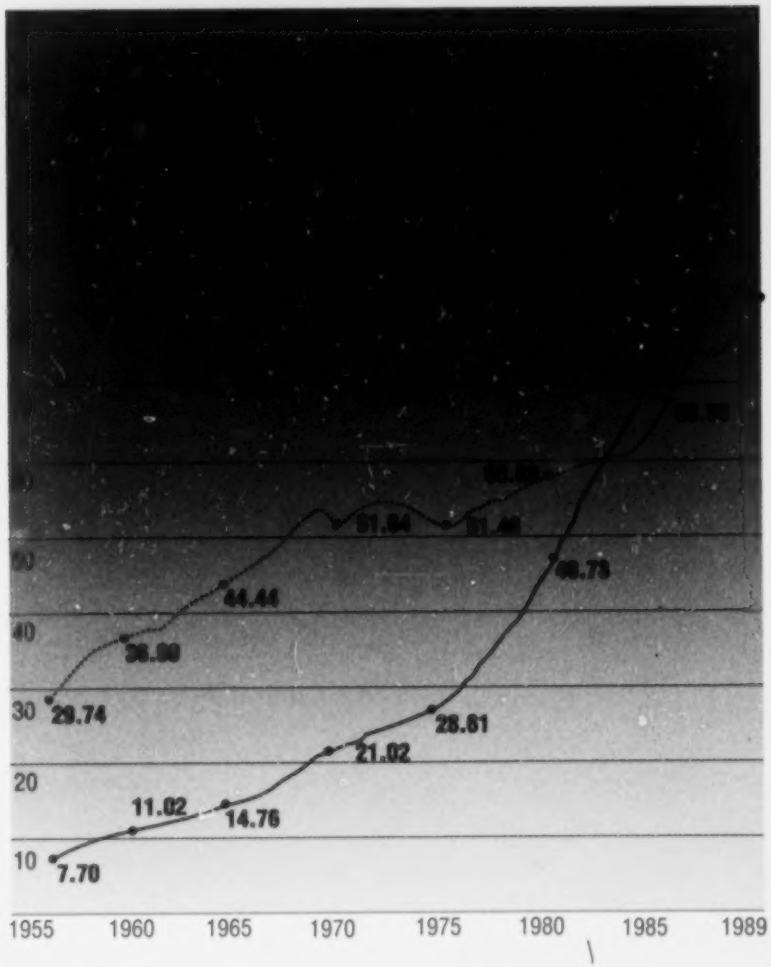

Table 2: The Growth of Philanthropy 1955-1989 ($ in Billions, Current Dollars)

	Total Giving	Percent Change	GNP	Giving as % of GNP
1955	$ 7.70		$ 405.9	1.90
1956	8.29	7.66	428.2	1.94
1957	9.26	11.70	451.0	2.05
1958	9.50	2.59	456.8	2.08
1959	10.38	9.26	495.8	2.09
1960	11.02	6.17	515.3	2.14
1961	11.56	4.90	533.8	2.17
1962	11.89	2.85	574.6	2.07
1963	13.22	11.19	606.9	2.18
1964	13.70	3.63	649.8	2.11
1965	14.76	7.74	705.1	2.09
1966	15.81	7.11	772.0	2.05
1967	17.04	7.78	816.4	2.09
1968	18.96	11.27	892.7	2.12
1969	20.74	9.39	963.9	2.15
1970	21.02	1.35	1,015.5	2.07
1971	23.46	11.61	1,102.7	2.13
1972	24.48	4.35	1,212.8	2.02
1973	25.71	5.02	1,359.3	1.89
1974	26.98	4.94	1,472.8	1.83
1975	28.61	6.04	1,598.4	1.79
1976	32.01	11.88	1,782.8	1.80
1977	35.46	10.78	1,990.5	1.78
1978	38.95	9.84	2,249.7	1.73
1979	43.36	11.32	2,508.2	1.73
1980	48.73	12.38	2,732.0	1.78
1981	55.58	14.06	3,052.6	1.82
1982	59.80	7.59	3,166.0	1.89
1983	64.65	8.11	3,405.7	1.90
1984	70.55	9.13	3,772.2	1.87
1985	80.07	13.50	4,014.9	1.99
1986	90.90	13.52	4,231.6	2.15
1987	95.15	4.68	4,524.3	2.10
1988	103.87	9.16	4,880.6	2.13
1989	114.70	10.43	5,234.0	2.19

* Percentages may not be exact due to computer rounding.

Table 3: Giving by Source: 1955-1988 ($ Billions, Current Dollars)

	Total	% Change	Corporations	% Change	Foundations	% Change	Bequests	% Change	Individuals	% Change
1955	$ 7.70	—	$ 0.415	—	$ 0.30	—	$ 0.24	—	$ 6.75	—
1956	8.29	7.66%	0.418	0.72%	0.31	1.67%	0.24	0.84%	7.33	8.59%
1957	9.26	11.69%	0.419	0.24%	0.50	64.59%	0.45	88.28%	7.89	7.64%
1958	9.50	2.59%	0.395	-5.73%	0.51	0.60%	0.45	0.22%	8.15	3.30%
1959	10.38	9.21%	0.482	22.03%	0.70	39.01%	0.51	13.53%	8.68	6.50%
1960	11.02	6.23%	0.482	0.00%	0.71	1.14%	0.67	30.86%	9.16	5.53%
1961	11.56	4.92%	0.412	-14.48%	0.70	-1.13%	0.95	41.79%	9.50	3.71%
1962	11.89	2.79%	0.595	44.35%	0.70	-0.14%	0.70	-26.21%	9.89	4.11%
1963	13.22	11.20%	0.657	10.42%	0.82	17.12%	0.88	25.53%	10.86	9.81%
1964	13.70	3.65%	0.729	10.96%	0.83	1.10%	0.95	8.07%	11.19	3.04%
1965	14.76	7.70%	0.785	7.68%	1.13	36.14%	1.02	7.26%	11.82	5.63%
1966	15.81	7.12%	0.805	2.55%	1.25	10.62%	1.31	28.43%	12.44	5.25%
1967	17.04	7.81%	0.830	3.11%	1.40	12.00%	1.40	6.87%	13.41	7.80%
1968	18.96	11.24%	1.005	21.08%	1.60	14.29%	1.60	14.29%	14.75	9.99%
1969	20.74	9.39%	1.005	0.00%	1.80	12.50%	2.00	25.00%	15.93	8.00%
1970	21.02	1.36%	0.797	-20.70%	1.90	5.56%	2.13	6.50%	16.19	1.63%
1971	23.46	11.60%	0.865	8.53%	1.95	2.63%	3.00	40.85%	17.64	8.96%
1972	24.48	4.37%	1.009	16.65%	2.00	2.56%	2.10	-30.00%	19.37	9.81%
1973	25.71	5.02%	1.174	16.35%	2.00	0.00%	2.00	-4.76%	20.53	6.01%
1974	26.98	4.95%	1.200	2.21%	2.11	5.50%	2.07	3.50%	21.60	5.19%
1975	28.61	6.05%	1.202	0.17%	1.65	21.80%	2.23	7.73%	23.53	8.94%
1976	32.01	11.87%	1.487	23.71%	1.90	15.15%	2.30	3.14%	26.32	11.86%
1977	35.46	10.79%	1.791	20.44%	2.00	5.26%	2.12	-7.83%	29.55	12.27%
1978	38.95	9.85%	2.084	16.36%	2.17	8.50%	2.60	22.64%	32.10	8.63%
1979	43.36	11.31%	2.288	9.79%	2.24	3.23%	2.24	-13.85%	36.59	13.99%
1980	48.73	12.40%	2.355	2.92%	2.81	25.45%	2.86	27.68%	40.71	11.26%

1981	55.58	14.05%	2.514	6.76%	3.07	9.25%	3.58	25.17%	46.42	14.03%
1982	59.80	7.58%	2.906	15.59%	3.16	2.93%	5.21	45.53%	48.52	4.52%
1983	64.65	8.11%	3.627	24.81%	3.60	13.92%	3.88	–25.53%	53.54	10.35%
1984	70.55	9.13%	4.057	11.86%	3.95	9.72%	4.04	4.12%	58.50	9.26%
1985	80.07	13.50%	4.472	10.23%	4.90	24.05%	4.77	18.07%	65.93	12.70%
1986	90.90	13.52%	5.179*	15.81%*	5.43	10.82%	5.70	19.50%	74.59	13.14%
1987	95.15	4.68%	4.650	–10.21%	5.88	8.29%	6.58	15.44%	78.04	4.63%
1988	103.87	9.16%	4.800	3.23%	6.15	4.59%	6.57	–0.15%	86.35	10.65%
1989	114.70	10.43%	5.000	4.17%	6.70	8.94%	6.57	0.00%	96.43	11.67%

* Most likely includes significant portion of grants made in 1987, but reported on 1986 corporate returns for tax purposes. Realistic estimate is $4.65 for a 3.98% change.
Percentages may not be exact due to computer rounding.

Table 4: Inflation Adjusted Giving by Source: 1955-1988 ($ Billions, 1982 Constant Dollars)

Year	Total Giving	% Change	Corporations	% Change	Foundations	% Change	Bequests	% Change	Individuals	% Change
1955	$ 29.74	—	$ 1.60	—	$ 1.16	—	$ 0.92	—	$ 26.06	—
1956	31.06	4.43%	1.57	–2.30%	1.14	–1.38%	0.90	–2.18%	27.45	5.34%
1957	33.55	8.04%	1.52	–3.03%	1.82	59.22%	1.63	82.14%	28.59	4.13%
1958	33.34	–0.65%	1.39	–8.70%	1.77	–2.58%	1.58	–2.94%	28.60	0.03%
1959	35.41	6.23%	1.65	18.69%	2.40	35.21%	1.75	10.43%	29.62	3.60%
1960	36.50	3.06%	1.60	–2.98%	2.35	–1.87%	2.22	26.96%	30.33	2.39%
1961	37.67	3.21%	1.34	–15.87%	2.29	–2.74%	3.09	39.48%	30.94	2.02%
1962	37.86	0.50%	1.89	41.13%	2.23	–2.37%	2.23	–27.86%	31.50	1.78%
1963	41.31	9.11%	2.05	8.35%	2.57	14.92%	2.75	23.18%	33.94	7.75%
1964	42.15	2.05%	2.24	9.25%	2.55	–0.46%	2.93	6.41%	34.43	1.45%
1965	44.44	5.43%	2.36	5.41%	3.40	33.27%	3.07	4.99%	35.60	3.40%
1966	46.21	3.98%	2.35	–0.45%	3.65	7.38%	3.83	24.68%	36.37	2.17%

(Continued)

Table 4: Inflation Adjusted Giving by Source: 1955-1988 *(Continued)*

Year	Total Giving	% Change	Corporations	% Change	Foundations	% Change	Bequests	% Change	Individuals	% Change
1967	48.27	4.45%	2.35	–0.11%	3.97	8.51%	3.97	3.54%	37.99	4.44%
1968	51.51	6.70%	2.73	16.15%	4.35	9.63%	4.35	9.63%	40.08	5.51%
1969	53.72	4.29%	2.60	–4.66%	4.66	7.25%	5.18	19.17%	41.27	2.96%
1970	51.64	–3.87%	1.96	–24.79%	4.67	0.11%	5.23	1.00%	39.78	–3.61%
1971	54.42	5.39%	2.01	2.49%	4.52	–3.08%	6.96	33.00%	40.93	2.89%
1972	54.28	–0.26%	2.24	11.47%	4.43	–1.98%	4.66	–33.10%	42.95	4.94%
1973	54.24	–0.08%	2.48	10.71%	4.22	–4.85%	4.22	–9.38%	43.32	0.87%
1974	52.59	–3.03%	2.34	–5.56%	4.11	–2.52%	4.04	–4.37%	42.11	–2.81%
1975	51.46	–2.15%	2.16	–7.58%	2.97	–27.85%	4.01	–0.60%	42.32	0.51%
1976	53.52	4.01%	2.49	15.02%	3.18	7.06%	3.85	–4.10%	44.01	4.00%
1977	54.72	2.24%	2.76	11.15%	3.09	–2.86%	3.27	–14.94%	45.60	3.61%
1978	55.81	1.98%	2.99	8.02%	3.11	0.73%	3.72	13.86%	45.99	0.85%
1979	57.34	2.74%	3.03	1.37%	2.96	–4.69%	2.95	–20.81%	48.40	5.24%
1980	58.09	1.30%	2.81	–7.26%	3.35	13.04%	3.41	15.56%	48.52	0.25%
1981	60.03	3.34%	2.71	–3.27%	3.32	–1.01%	3.87	13.41%	50.13	3.31%
1982	59.80	–0.38%	2.91	7.04%	3.16	–4.69%	5.21	34.76%	48.52	–3.21%
1983	60.87	1.80%	3.42	17.52%	3.39	7.27%	3.65	–29.88%	50.41	3.90%
1984	63.21	3.85%	3.64	6.44%	3.54	4.41%	3.62	–0.91%	52.42	3.98%
1985	68.55	8.45%	3.83	5.32%	4.20	18.53%	4.08	12.81%	56.45	7.68%
1986	74.26	8.33%	4.23*	10.51%*	4.44	5.75%	4.66	14.03%	60.94	7.96%
1987	73.76	–0.68%	3.60	–14.81%	4.56	2.75%	5.10	9.53%	60.50	–0.73%
1988	77.00	4.39%	3.56	–1.29%	4.56	0.02%	4.87	–4.52%	64.01	5.81%
1989	81.23	5.50%	3.54	–0.48%	4.75	4.08%	4.65	–4.46%	68.29	6.69%

* Most likely reflects significant portion of grants made in 1987, but reported on 1986 corporate returns for tax purposes. Realistic estimate is $3.80 for a change of –0.78%.
Percentages may not be exact due to computer rounding.

Table 5: Giving by Use: 1955-1988 ($ Billions, Current Dollars)

Year	Total Giving (Cur. $)	% Change	Religion	% Change	Edu-cation	% Change	Health	% Change	Human Services	% Change	Arts, Culture	% Change	Public/ Society Benefit	% Change	All Other Uses	% Change
1955	$ 7.70	—	$ 3.48	—	$ 0.77	—	$ 0.82	—	$ 1.68	—	$ 0.349	—	$ 0.225	—	$ 0.376	—
1956	8.29	7.66%	3.93	12.93%	1.04	35.06%	0.89	8.54%	1.60	–4.76%	0.322	–7.74%	0.250	11.11%	0.258	–31.38%
1957	9.26	11.70%	4.19	6.62%	0.87	–16.35%	0.99	11.24%	1.70	6.25%	0.359	11.49%	0.279	11.60%	0.872	237.98%
1958	9.50	2.59%	4.34	3.58%	1.09	25.29%	1.02	3.03%	1.66	–2.35%	0.353	–1.67%	0.272	–2.51%	0.765	–12.27%
1959	10.38	9.26%	4.76	9.68%	1.16	6.42%	1.11	8.82%	1.63	–1.81%	0.397	12.46%	0.290	6.62%	1.033	35.03%
1960	11.02	6.17%	5.01	5.25%	1.26	8.62%	0.95	–14.41%	1.63	0.00%	0.408	2.77%	0.314	8.28%	1.448	40.17%
1961	11.56	4.90%	5.23	4.39%	1.38	9.52%	1.09	14.74%	1.69	3.68%	0.415	1.72%	0.318	1.27%	1.437	–0.76%
1962	11.89	2.85%	5.45	4.21%	1.52	10.14%	1.25	14.68%	1.77	4.73%	0.410	–1.20%	0.312	–1.89%	1.178	–18.02%
1963	13.22	11.19%	5.84	7.16%	1.68	10.53%	1.35	8.00%	1.97	11.30%	0.485	18.29%	0.374	19.87%	1.521	29.12%
1964	13.70	3.63%	6.14	5.14%	1.85	10.12%	1.55	14.81%	1.92	–2.54%	0.435	–10.31%	0.387	3.48%	1.418	–6.77%
1965	14.76	7.74%	6.72	9.45%	2.01	8.65%	1.60	3.23%	2.07	7.81%	0.436	0.23%	0.380	–1.81%	1.544	8.89%
1966	15.81	7.11%	7.22	7.44%	2.06	2.49%	1.69	5.63%	2.01	–2.90%	0.536	22.94%	0.390	2.63%	1.904	23.32%
1967	17.04	7.78%	7.58	4.99%	2.13	3.40%	1.91	13.02%	2.07	2.99%	0.559	4.29%	0.411	5.38%	2.380	25.00%
1968	18.96	11.27%	8.42	11.08%	2.38	11.74%	2.08	8.90%	2.31	11.59%	0.604	8.05%	0.428	4.14%	2.738	15.04%
1969	20.74	9.39%	9.02	7.13%	2.54	6.72%	2.31	11.06%	2.71	17.32%	0.718	18.87%	0.561	31.07%	2.881	5.22%
1970	21.02	1.35%	9.34	3.55%	2.60	2.36%	2.40	3.90%	2.92	7.75%	0.663	–7.66%	0.455	–18.89%	2.642	–8.30%
1971	23.46	11.61%	10.07	7.82%	2.75	5.77%	2.61	8.75%	3.01	3.08%	1.01	52.34%	0.684	50.33%	3.326	25.89%
1972	24.48	4.35%	10.10	0.30%	2.98	8.36%	2.80	7.28%	3.16	4.98%	1.10	8.91%	0.820	19.88%	3.520	5.83%
1973	25.71	5.02%	10.53	4.26%	3.10	4.03%	3.10	10.71%	3.07	–2.85%	1.26	14.55%	0.620	–24.39%	4.030	14.49%
1974	26.98	4.94%	11.84	12.44%	3.05	–1.61%	3.37	8.71%	3.02	–1.63%	1.20	–4.76%	0.670	8.06%	3.830	–4.96%
1975	28.61	6.04%	12.81	8.19%	2.83	–7.21%	3.61	7.12%	2.94	–2.65%	1.56	30.00%	0.790	17.91%	4.070	6.27%
1976	32.01	11.88%	14.18	10.69%	3.28	15.90%	3.92	8.59%	3.02	2.72%	2.27	45.51%	1.03	30.38%	4.310	5.90%
1977	35.46	10.78%	16.98	19.75%	3.62	10.37%	4.09	4.34%	3.57	18.21%	2.32	2.20%	1.22	18.45%	3.660	–15.08%
1978	38.95	9.84%	18.35	8.07%	4.11	13.54%	4.52	10.51%	3.87	8.40%	2.40	3.45%	1.08	–11.48%	4.620	26.23%

(Continued)

Table 5: Giving by Use: 1955-1988 *(Continued)*

Year	Total Giving (Cur. $)	% Change	Religion	% Change	Education	% Change	Health	% Change	Human Service	% Change	Arts, Culture	% Change	Public/ Society Benefit	% Change	All Other Uses	% Change
1979	43.36	11.32%	20.17	9.92%	4.54	10.46%	4.94	9.29%	4.48	15.76%	2.73	13.75%	1.23	13.89%	5.270	14.07%
1980	48.73	12.38%	22.23	10.21%	4.96	9.25%	5.34	8.10%	4.91	9.60%	3.15	15.38%	1.46	18.70%	6.680	26.76%
1981	55.58	14.06%	25.05	12.69%	5.77	16.33%	5.79	8.43%	5.62	14.46%	3.66	16.19%	1.79	22.60%	7.900	18.26%
1982	59.80	7.59%	28.06	12.02%	6.00	3.99%	6.15	6.22%	6.33	12.63%	4.96	35.52%	1.68	–6.15%	6.620	–16.20%
1983	64.65	8.11%	31.84	13.47%	6.65	10.83%	6.68	8.62%	7.16	13.11%	4.21	–15.12%	1.89	12.50%	6.220	–6.04%
1984	70.55	9.13%	35.43	11.28%	7.29	9.62%	6.84	2.40%	7.88	10.06%	4.50	6.89%	1.94	2.65%	6.670	7.23%
1985	80.80	14.53%	38.21	7.85%	8.17	12.07%	7.72	12.87%	8.50	7.87%	5.08	12.89%	2.22	14.43%	10.900	63.42%
1986	90.90	12.50%	41.68	9.08%	9.39	14.93%	8.44	9.33%	9.13	7.41%	5.83	14.76%	2.45	10.36%	13.980	28.26%
1987	95.15	4.68%	43.21	3.67%	9.84	4.79%	9.22	9.24%	9.84	7.78%	6.31	8.23%	2.87	17.14%	12.901	–7.72%
1988	103.87	9.16%	48.09	11.30%	10.23	3.96%	9.58	3.90%	10.49	6.61%	6.79	7.61%	3.21	11.85%	15.479	19.98%
1989	114.70	10.43%	54.32	12.95%	10.69	4.50%	10.04	4.80%	11.39	8.58%	7.49	10.31%	3.62	12.77%	17.151	10.80%

*Percentages may not be exact due to computer rounding.

Table 6: Inflation Adjusted Giving by Use: 1955-1989 ($ Billion, 1982 Constant Dollars)

	Total Giving (Const. $)	% Change	Religion	% Change	Education	% Change	Health	% Change	Human Services	% Change	Arts, Culture	% Change	Public/ Society Benefit	% Change	All Other	% Change
1955	$ 29.73	—	$ 13.44	—	$ 2.97	—	$ 3.17	—	$ 6.49	—	$ 1.35	—	$ 0.87	—	$ 1.45	—
1956	31.05	4.44%	14.72	9.55%	3.90	31.02%	3.33	5.28%	5.99	–7.62%	1.21	–10.50%	0.94	7.78%	0.97	–33.44%
1957	33.55	8.06%	15.18	3.14%	3.15	–19.07%	3.59	7.61%	6.16	2.79%	1.30	7.86%	1.01	7.96%	3.16	226.96%
1958	33.33	–0.65%	15.23	0.31%	3.82	21.33%	3.58	–0.22%	5.82	–5.44%	1.24	–4.78%	0.95	–5.59%	2.68	–15.04%
1959	35.43	6.28%	16.25	6.68%	3.96	3.52%	3.79	5.85%	5.56	–4.49%	1.35	9.39%	0.99	3.71%	3.53	31.35%
1960	36.49	3.00%	16.59	2.12%	4.17	5.38%	3.15	–16.96%	5.40	–2.98%	1.35	–0.29%	1.04	5.05%	4.79	36.00%
1961	37.65	3.19%	17.04	2.69%	4.50	7.74%	3.55	12.87%	5.50	1.99%	1.35	0.06%	1.04	–0.38%	4.68	–2.38%

1962	37.87	0.56%	17.36	1.88%	4.84	7.69%	3.98	12.12%	5.64	2.40%	1.31	−3.41%	0.99	−4.07%	3.75	−19.85%
1963	41.31	9.10%	18.25	5.15%	5.25	8.45%	4.22	5.98%	6.16	9.21%	1.52	16.07%	1.17	17.62%	4.75	26.70%
1964	42.15	2.04%	18.89	3.52%	5.69	8.42%	4.77	13.05%	5.91	−4.04%	1.34	−11.69%	1.19	1.88%	4.36	−8.21%
1965	44.46	5.47%	20.24	7.14%	6.05	6.36%	4.82	1.05%	6.23	5.54%	1.31	−1.88%	1.14	−3.88%	4.65	6.59%
1966	46.23	3.98%	21.11	4.30%	6.02	−0.51%	4.94	2.54%	5.88	−5.74%	1.57	19.34%	1.14	−0.37%	5.57	19.71%
1967	48.27	4.42%	21.47	1.71%	6.03	0.18%	5.41	9.50%	5.86	−0.22%	1.58	1.04%	1.16	2.10%	6.74	21.10%
1968	51.52	6.73%	22.88	6.55%	6.47	7.18%	5.65	4.46%	6.28	7.05%	1.64	3.65%	1.16	−0.11%	7.44	10.35%
1969	53.73	4.29%	23.37	2.13%	6.58	1.75%	5.98	5.88%	7.02	11.85%	1.86	13.33%	1.45	24.96%	7.46	0.32%
1970	51.65	−3.88%	22.95	−1.80%	6.39	−2.92%	5.90	−1.46%	7.17	2.19%	1.63	−12.42%	1.12	−23.08%	6.49	−13.03%
1971	54.43	5.39%	23.36	1.81%	6.38	−0.12%	6.06	2.69%	6.98	−2.66%	2.34	43.86%	1.59	41.96%	7.72	18.88%
1972	54.28	−0.28%	22.39	−4.15%	6.61	3.56%	6.21	2.52%	7.01	0.33%	2.44	4.08%	1.82	14.57%	7.80	1.14%
1973	54.24	−0.07%	22.22	−0.80%	6.54	−1.02%	6.54	5.34%	6.48	−7.56%	2.66	8.99%	1.31	−28.06%	8.50	8.93%
1974	52.59	−3.04%	23.08	3.89%	5.95	−9.09%	6.57	0.45%	5.89	−9.11%	2.34	−12.00%	1.31	−0.15%	7.47	−12.19%
1975	51.46	−2.16%	23.04	−0.17%	5.09	−14.39%	6.49	−1.16%	5.29	−10.18%	2.81	19.95%	1.42	8.79%	7.32	−1.95%
1976	53.53	4.03%	23.71	2.92%	5.48	7.76%	6.56	0.96%	5.05	−4.49%	3.80	35.29%	1.72	21.22%	7.21	−1.54%
1977	54.72	2.23%	26.20	10.51%	5.59	1.85%	6.31	−3.71%	5.51	9.09%	3.58	−5.68%	1.88	9.31%	5.65	−21.63%
1978	55.80	1.97%	26.29	0.33%	5.89	5.40%	6.48	2.60%	5.54	0.64%	3.44	−3.96%	1.55	−17.82%	6.62	17.19%
1979	57.35	2.78%	26.68	1.49%	6.01	1.99%	6.53	0.91%	5.93	6.88%	3.61	5.02%	1.63	5.15%	6.97	5.32%
1980	58.08	1.27%	26.50	−0.69%	5.91	−1.56%	6.36	−2.60%	5.85	−1.24%	3.75	3.97%	1.74	6.96%	7.96	14.22%
1981	60.02	3.34%	27.05	2.10%	6.23	5.40%	6.25	−1.76%	6.07	3.71%	3.95	5.27%	1.93	11.08%	8.53	7.15%
1982	59.80	−0.37%	28.06	3.73%	6.00	−3.71%	6.15	−1.64%	6.33	4.30%	4.96	25.49%	1.68	−13.09%	6.62	−22.40%
1983	60.88	1.80%	29.98	6.85%	6.26	4.36%	6.29	2.28%	6.74	6.51%	3.96	−20.08%	1.78	5.93%	5.86	−11.53%
1984	63.22	3.85%	31.75	5.89%	6.53	4.32%	6.13	−2.56%	7.06	4.73%	4.03	1.72%	1.74	−2.32%	5.98	2.05%
1985	69.18	9.43%	32.71	3.05%	6.99	7.08%	6.61	7.84%	7.28	3.07%	4.35	7.86%	1.90	9.34%	9.33	56.14%
1986	74.26	7.35%	34.05	4.09%	7.67	9.67%	6.90	4.32%	7.46	2.50%	4.76	9.51%	2.00	5.31%	11.42	22.39%
1987	73.76	−0.68%	33.50	−1.63%	7.63	−0.57%	7.15	3.65%	7.63	2.26%	4.89	2.70%	2.22	11.15%	10.00	−12.44%
1988	77.00	4.39%	35.65	6.43%	7.58	−0.58%	7.10	−0.64%	7.78	1.94%	5.03	2.90%	2.38	6.95%	11.47	14.73%
1989	81.23	5.50%	38.47	7.91%	7.57	−0.17%	7.11	0.13%	8.07	3.74%	5.30	5.39%	2.56	7.74%	12.15	5.86%

Note: Percentage changes may not be exact due to computer rounding.

State of the Philanthropic Sector, 1989

$114.70 billion!

The ninth year of the '80s decade revealed once again that the philanthropic spirit in the United States remained strong, as Americans contributed an estimated $114.70 billion to nonprofit organizations providing uncountable services from health care to arts to environmental protection.

The $114.70 billion reflected a sizable jump of 10.43 percent, spurred primarily by a surge in donations from individuals. The revised estimate for 1988 giving was $103.87 billion.

After adjusting for inflation in the service sector of the economy, philanthropic donations reflected a rise of 5.5 percent, which means that the increase in the cost of services provided by nonprofit organizations consumed about half the additional philanthropic donations. The U.S. Commerce Department reported that inflation reached 4.67 percent, as measured by the Implicit Price Deflator for Services.

Revised estimates of philanthropic giving also reveal that voluntary giving dipped slightly below inflation only twice during the past decade — in 1982 and again in 1987. Factors accounting for the drop in 1982 may include the impact of the previous decade of stagflation and other economic difficulties. And the drop in 1987 — the year the Tax Reform Act took effect — may be viewed as a balance to the 8 percent after-inflation increase of 1986, when taxpayers may have sought to beat the deadline of the new law which reduced the tax benefits of charitable gifts.

As in all previous years, individual donations accounted for the largest share of giving in 1989: an estimated $96.43 billion, or more than 84 percent of the total. Individual donations rose almost 11.7 percent.

Contributions from corporations rose 4 percent from the year before to an estimated $5 billion, and foundations increased their grants almost 9 percent to an estimated $6.7 billion. The remaining $6.6 billion was provided through individuals' bequests, which showed no growth during the year. Relying largely on donor life span, bequests have always been the most volatile source of contributions.

After adjusting for inflation, corporate giving and bequests declined from 1988 levels, and foundation grants grew slightly more than 4 percent.

As a proportion of Gross National Product — which measures the market value of all goods and services in the United States — philanthropic giving amounted to 2.19 percent, slightly above the 1988 proportion of 2.13 percent.

Religion, as always, received the lion's share of the donations: an estimated $54.32 billion, or more than 47 percent of the total. Giving to religion increased almost 13 percent over 1988. It should be understood that gifts to religion include money

to fund a wide variety of social services provided by the various houses of worship. After inflation, gifts to religion represented an increase of almost 8 percent.

The remaining funds were distributed to education, health, human services, arts and culture, public/society benefit groups, and other causes.

Gifts Comprise Quarter Of National Organizations' Income

Voluntary contributions to the country's national charitable and other nonprofit organizations account for about 27 percent of their overall income, according to a report issued in 1989 by Independent Sector, a coalition of some 650 organizations. Other sources of income include: dues and fees (39 percent), investment and other earnings (8 percent), and government funding (26 percent.)[1]

Nonprofits Healthy, But Poor Underserved?

Nonprofit organizations providing philanthropic services (other than religion) were, in the aggregate, in sound financial shape during the year, but the people receiving the services were not necessarily those most in need.

This analysis, presented to Congress in March, 1989 by Lester Salamon, one of the nation's leading researchers on nonprofit finances, observed that in spite of the health of the sector overall, "significant portions of it are experiencing serious strains that threaten their long-run viability."

Primary funding of nonprofits, according to Mr. Salamon, has come from government, which historically ("...back to colonial times") has worked through voluntary organizations to carry out national social policy. To compensate for deep federal cutbacks during most of the 1980's, nonprofits were forced to charge ever higher fees. As a consequence, traditional beneficiaries — largely lower-income and other disenfranchised populations — are being displaced by those with higher incomes.

"A subtle shift in the basic structure of the private nonprofit sector may be under way," Salamon stated, "with agencies in the health, arts, and educational areas that can appeal to paying customers gaining ground, while those in the more traditional fields of nonprofit endeavor such as social services, advocacy, and aid to the poor are falling behind."[2]

Other observers have maintained, however, that philanthropy has always been broader than charity per se, and that many philanthropic and nonprofit organizations explicitly serve constituencies beyond low-income populations. Such groups are active in environmental protection, civil liberties, women's rights, pro- and anti-abortion, traffic safety, and numerous other causes.

The shift in the nonprofit sector,

according to Salamon, is occurring in the face of changing demographics which are generating a need for greater services among both the poor and the middle class:

- Increased participation in the work force by women, entailing the need for more care for children and elders;
- Growth of single-parent families requiring more "supportive services and counseling";
- Aging of the population;
- Continued expansion of an urban underclass.

Social, Economic Projections Portend Severe Challenges for Philanthropy

Demographic and economic trends projected by a number of organizations and periodicals during 1989 carried a message of enormous challenges confronting the philanthropic community as well as government in the near future. Among the most crucial projections are those pertaining to family structure, disparities of wealth, the plight of children, and overall economic productivity.

Under the sponsorship of the American Assembly, representatives of major foundations, research institutes, universities, labor unions, governments, and private industry met in New York City in November, 1989, to develop a statement on the future of the nation's societal well-being. The statement was based on a Ford Foundation study, *The Common Good*, a widely circulated blueprint on overhauling national public welfare policy. Fundamental social and economic problems, current and projected, as viewed by participants in the American Assembly, include:

- Widespread changes in family structure (including single-parent families), deepening economic pressures, and an aging population, all generating "new demands" in education, child and adolescent care, and elder care;
- Growing disparities in wealth, and accompanying ethnic, age and gender antagonisms "that increasingly poison our politics and civic life." Racial, sexual, and other forms of discrimination which "continue to rob the nation of the productive resources and talents of large segments of our society";
- Increasing vulnerability of children to a host of health and safety hazards, exacerbated by poverty and "inadequate nurturing within families";
- Grossly inadequate and patchwork federal and local programs addressed to "large segments of our population";
- Massive government deficits and decline of U.S. competitiveness in the world economy.

The Assembly statement concluded

with numerous specific recommendations on family policy (such as a national commitment to "a nurturing home, decent affordable housing, and a safe community environment"), health care, education, income support, and taxation.[3]

Golden Baby Boomers?

Some of the developments expounded by the American Assembly were reiterated by a United Way report on major trends likely to affect health, human care and philanthropic organizations into the next century. But the report sounded a positive note in its predictions on giving. Summarizing numerous studies and analyses from government agencies, nonprofit organizations, and other sources, United Way predicted "golden years ahead" for donations of money and time. Citing the president of *American Demographics* magazine, the report said the "baby boom" population, now at or near prime earning capacity, can be expected to "give and volunteer at above-average levels (because) they tend to be more highly educated than previous generations."

"Baby boomers tend to prefer basic causes related to individual need, such as homelessness," the United Way report commented. "They are more demanding about information and accountability; and they are less deferential to experts or people in authority."

Among scores of other trends and "changedrivers" mentioned in the 112-page report are:

- "Dramatic increase in the proportion of Americans over 75," and the aging of college student populations;
- Widening disparities in family income, "with two-income households gaining and single-parent households falling behind"; but an increasing median family income;
- More alternatives to traditional education, such as year-round and magnet schools;
- The emergence of the "gold collar" employee, or highly educated "knowledge worker"; "information overload, and the degradation of the quality of information"; and a corresponding emergence of "technological haves and have-nots";
- Increasing dependence of the U.S. population on immigration and development of a multilingual work force;
- Continued growth of self-help movements.[4]

Corporate Views on the Future

Leading business commentators offered their own perspective on what the future holds. *Business Week* foresaw:

- Corporate management, as a matter of course, offering employees

"whatever is needed to improve productivity — whether it is child care or drug treatment, advanced training or literacy programs." Outside the workplace, such services have been traditionally offered by nonprofits;

- The possibility of a "global perestroika in which more and more nations embrace market-oriented policies (which) will fan vigorous growth, boosting demand for U.S. exports," and resulting in an enormously prosperous decade. But the prosperity may not narrow the vast economic inequalities characterizing U.S. society. As one of the magazine's commentators warned: "The greatest challenge of the 1990's will be to try to erase these inequities and put a dent in social problems that have seemed intractable."
- Concern for the environment expanding well beyond white, middle class professionals who presently dominate the movement. Environmental causes have emerged as a major beneficiary of charitable donations over the past several years;
- Unending outflow — in the wake of corporate migrations — of people, jobs and tax revenues from urban areas, "raising the specter of the once-great cities as abandoned, burned-out congregations of the poor, the sick, and the homeless." This frightening scenario is partially countered by the influx of younger, more affluent professionals attracted to financial, information and technical services still located in the cities. However, these professionals tend to construct "highly privatized cocoons ... that won't improve their cities as a whole."
- Further urbanization of the suburbs, and corresponding growth in "exurbs" much farther from city centers, largely in the south and west;
- Retirees who are, as a group, healthier and wealthier than both their predecessors and younger people.[5]

If *Business Week*'s view of a forthcoming prosperous decade for the U.S. proves accurate, charitable contributions should be expected to rise concurrently, as personal income is likely to remain the major determinant of giving. But prosperity cannot be taken for granted, according to another major business forecasting organization.

A study released by The Conference Board in 1989 argued that much of the normal growth to be generated in the U.S. during the next decade will be siphoned off to repay "interest on the nation's massive international debt and governmental deficits built up during the 1980's." As a consequence, the 1990's are likely to expe-

rience a decline in U.S. living standards, unless the domestic service industry — which reportedly generates two-thirds of all U.S. output — significantly improves its productivity. "If we do not do our job of managing better, and (do it) quickly, the entire economy will suffer," commented the author of the report.

In the absence of major advances in productivity, the "drains" of debt repayment and deficit reduction "will produce virtual stagnation in the standard of living overall," the study said. "In other words, the American pie will not be growing. Under these unprecedented American circumstances, any gains for one group in our population ... will come at the expense of other groups. Thus the potential for civic and political strife is greater."[6]

The massive debt referred to was not incurred solely by government. Another Conference Board paper released during the year said that "half of the corporate pretax dollar today goes to interest payments, compared with 30% in 1980 and 10% during the 1960's." As a consequence, "the heavy interest load limits companies' flexibility in times of recession, raising the specter of additional unemployment and plant closings."[7]

And an earlier Conference Board forecast held that the "international deficit" — a condition reflecting an outflow of U.S. dollars as the nation buys more goods from foreign countries than it sells — bodes ill. "The continued growth of foreign holdings of dollars, and the cumulative character of this process as the incremental dollars are reinvested in the United States, pose a genuine threat to the independence of U.S. economic policy and to the trend of living standards over the next decade."[8]

Poverty, Family Income Remain Unchanged

Almost 32 million Americans — more than one in seven — lived in poverty in 1988, substantially the same amount as the year before, according to data issued in 1989 by the U.S. Commerce Department.

(Under an alternative measure of poverty, which includes the value of non-cash factors such as food stamps, school lunches, Medicaid, and rent subsidies as income, and which substitutes rents for mortgage costs in calculating housing expenses, the number of people in poverty in 1988 amounted to 28.3 million, the Commerce Department said, a drop from 28.6 million the year before. The alternative measure, part of a general controversy surrounding official calculations of poverty, is supported by those who argue that the official method overcounts poverty. On the other side are critics who charge the official method with undercounting poverty, for example, by excluding the homeless in the household survey.)

Although median income for the population as a whole rose by 1.7 percent during 1988, the increase was experienced primarily by non-family households.

After adjusting for inflation as measured by the Consumer Price Index, the report said median *family* income showed no increase over 1987. The median income for all families was $32,190. Predictably, white family income was the highest at $33,920. Black families earned $19,330, and Hispanic families $21,770.

Real income (income adjusted for inflation) for *non-family* households rose by 4.4 percent, which drove up the overall population income. (Elsewhere the Commerce Department reported that real personal income for the nation as a whole rose 2.9 percent in 1988. Yet real giving by individuals that year increased 5.81 percent, or twice as much.)

Among those in poverty, children and senior citizens accounted for half, the Commerce Department said. For children alone, the poverty rate was "higher than for any other age group" — a trend unabated for the past 13 years.

Households headed by a female with no male present were almost three times as likely to be poor as male-headed households with no female present.

Not all the news was so dismal. For example, although black families as a whole earned the lowest median income, black families in which husband and wife were present saw their income rise by 6.8 percent to $30,390. Likewise, for all families characterized by a married couple, the poverty rate was 5.6 percent — about half the rate for families as a whole.

Other data in the report show that black per capita income increased almost 4 percent to $8,270 (compared to $13,900 for whites), and in the midwest, poverty actually dropped by 1 percent, the only significant regional change.[9]

Community Foundations at 75

Community foundations — 256 according to The Foundation Center — passed their three-quarter-century mark in 1989. In commemoration of these locally-oriented grantmakers, several books analyzing their history, financial operations, and values were published during the year. Details appear in the chapter "Giving to Foundations".

Nonprofits Organize Nationwide

Coalitions of nonprofit groups from across the country established a nationwide umbrella organization in September, 1989, the National Council of Nonprofit Associations (NCNA).

As its first project, the new group — reportedly representing some 10,000 individual nonprofits — will

devise an electronic information sharing network, scheduled to go on-line in 1990. Additional plans call for establishing a national trust to assist members in reducing costs, and launching additional statewide and regional associations. Sponsored by the California Association of Nonprofits (which will operate the electronic network) and the Nonprofit Coordinating Committee of New York, the founding conference, held in San Francisco, was underwritten by the Ford and Hewlett Foundations.[10]

Characteristics of nine of the participating associations at the conference were analyzed by a research arm of the Union Institute, the nation's first graduate "university without walls" founded in 1964. Among the Institute's findings:

- The major catalyst for the formation of an association is the potential for saving money (through such efforts as combined purchases or joint insurance plans). Hindrances to formation include lack of funding and the presence of competing coalitions;
- Average age of statewide or region-wide associations is six years;
- Boards of directors of most associations are elected entirely or mainly by the member nonprofits, but the directors themselves may not necessarily represent member organizations;
- Most associations derive the bulk of their operating revenue from membership fees (usually administered on a sliding scale based on annual budget size). Larger associations with memberships between 400 to 1600 derive "large portions of their revenue from foundation and corporation grants";
- The most popular services offered by the associations include broad benefit plans, office supply discount programs, newsletters, workshops, and training.[11]

Seek Joint Action On Liability Insurance

Cooperation among associations of nonprofits and other networks during the year also led to the formulation of eight recommendations to reduce the cost of liability insurance for nonprofit groups, and to guard against a repeat of the so-called liability insurance crisis of 1986. Issued by the Nonprofit Sector Risk and Insurance Task Force — representing nine national and regional service organizations — the recommendations included:

- Professionalizing the risk management function within nonprofit organizations;
- Purchasing insurance collectively, or creating collective self-insuring mechanisms;
- Establishing a national advisory institute to provide technical

assistance, risk management training, policy analysis, and to serve as an information clearinghouse;

- Modifying the collection of "premium and loss" data — statistics showing the amount of money collected from nonprofits by insurance companies, and the amount of money insurers have to pay out in claims. The modification would separate the experience of nonprofits from that of for-profit companies. Lack of such a distinction currently leads insurance companies to overcharge nonprofits, the Task Force said.
- Improving access to data currently collected by the insurance industry — either in cooperation with industry actuaries or, if necessary, through state regulation;
- Revising claims resolution methods to facilitate "summary dismissal of groundless suits," and reduce the costs of extended litigation for meritorious suits;
- Modifying tort liability standards to lower awards for certain types of damages, while increasing the "certainty that injured parties will receive some compensation for loss." Acknowledging the controversial nature of this proposal, the Task Force suggested a variety of approaches to realize this goal, without endorsing any.
- Protecting volunteers from personal liability for monetary awards, so long as the nonprofits "assume financial responsibility for claims that otherwise could be filed against volunteers."[12]

Copies of the full insurance report are available from the National Center for Nonprofit Boards, 1225 19th Street, NW, Washington, D.C. 20036. In addition to the National Center, organizations represented on the Task Force included the National Organization of Child Care Worker Associations, National Association of Social Workers, Council on Foundations, California Association of Nonprofits, Independent Sector, United Way of America, First Non Profit Risk Pooling Trust, and Nonprofit Coordinating Committee of New York. Institutional support was provided by the University of Nebraska College of Law and the Yale University Program on Non-Profit Organizations.

Alternative Workplace Fund Groups Top 100 in 1989

Philanthropic fund-raising coalitions seeking access to government and business employee donation campaigns grew to over 100 in 1989, more than triple the number a decade earlier, according to the National Committee for Responsive Philanthropy (NCRP), a service organization for many of the coalitions.

These funding groups represent nonprofit social action, human service, and environmental organiza-

tions which, for one reason or another, are independent of the nation's 2300 annual United Way campaigns. United Way remains the dominant coalition in workplace charity drives, which generate contributions through voluntary payroll deductions.

"Our purpose is employee control of their philanthropic dollars, and constituent control of how those dollars are used," said Nan Steketee, director of the Philadelphia-based Center for Responsible Funding (CRF), at a forum in New York City in November. The forum was sponsored by the Alliance for Choice in Giving, which at publication time represented 23 of the alternatives, primarily social action and women's funds.

About half of the newer funds define themselves as nontraditional, according to the NCRP, "committed to supporting a progressive agenda on everything from child care to protecting the wilderness to workers' health and safety and peace issues." These groups raised an estimated $36.5 million in 1989, almost 20 percent higher than the amount they received the year before.

Having established permanent access to the U.S. government's Combined Federal Campaign — the nation's largest workplace drive — and to at least 30 state government campaigns, many of the alternative coalitions announced plans to gain greater entry to private sector workplace efforts in the 1990's. Most corporations allow only United Way donations, the groups charge, although some of the nation's best known firms have opened one or more worksites to the alternatives. These include Apple Computer, AT&T, Bell Labs, Dean Witter Reynolds, Johnson & Johnson, Safeway Stores, and Whittle Communications, among others.[13]

The alternatives have also made inroads in managing government campaigns. One of the oldest of the alternatives, the Black United Fund, managed the Combined Federal Campaign in New York City for the first time in 1989, and the CRF in Philadelphia managed that city's campaign both in 1989 and 1988.

Growing Focus on Minorities In Fund Raising and Philanthropy

The relationship of philanthropy and fund raising to minority populations in the United States received heightened coverage in journals and other sector forums during the year. One of the most oft-quoted essays was contributed by Emmett D. Carson of the Ford Foundation. Mr. Carson is also a scholar at the Joint Center for Political and Economic studies in Washington, D.C. and a lecturer at the University of Maryland.

Reviewing demographic data issued by the Bureau of Labor Statistics and the Census Bureau, Mr. Carson predicted that "tomorrow's

givers are going to be increasingly non-white." He recounted what he called myths surrounding black philanthropy — including the view that blacks give only to "appeals supporting causes that are black oriented" — and cited surveys showing that blacks and whites today have similar views on philanthropic priorities. "Drug abuse is far and away the most important issue that blacks and whites believe charitable organizations should most try to solve," he said.

Nonprofit organizations would do well to cultivate far more black and other minority fund raisers, the author said, not because they are better at soliciting an undertapped market, but because tomorrow's donors are likely to "ask hard questions about the racial composition of the (charity's) staffing."

Summarizing the history of black philanthropy, he said the black church since the 1700's' has played the most prominent role, in large part by fostering mutual aid organizations which "provided their members with a variety of services including sick dues, burial insurance, and occasionally, support for a deceased member's widow and children." The societies also offered "basic necessities to the poor," who were not necessarily members.

Formation of such self-help organizations was opposed by white legislators in several states, including Virginia, Maryland, and North Carolina, who, according to Mr. Carson, had "outlawed blacks from having 'lyceums, lodges, fire companies, or literary, dramatic, social, moral, or charitable societies.' "

Black philanthropic endeavors that were "utilized as public power" — that is, designed to alter social policy — included the pre-Civil War underground railroad and the civil rights movement of the 1960's, the latter described as "perhaps the greatest mobilization of charitable activity of any group to be witnessed to date in America." [14]

Thirteen States Enact Major Laws On Fund Raising

Major legislation governing philanthropic fund raising was enacted in 13 states in 1989, and several other states seemed likely to pass laws in 1990. Most of the new or amended laws eliminated certain disclosure requirements and provisions mandating that a specific percentage of fund-raising proceeds be allocated to the charitable organization. Similar provisions in a North Carolina law had been declared unconstitutional by the U.S. Supreme Court in 1988.[15]

However, following media exposure of instances of unethical or questionable fund raising during the year, most of the new laws also included tougher penalties for noncompliance, higher fees for both solicitors and fund-raising counsel, and more detailed reporting requirements. In

addition, as a result of Congressional hearings on allegations of fraudulent and unethical telemarketing and direct mail practices, charitable organizations faced the prospect of increased federal oversight — through the IRS or the Federal Trade Commission — of their fund-raising operations.

States amending their laws or enacting new ones included Arizona, California, Colorado, Florida, Iowa, Maine, Maryland, Massachusetts, Minnesota, North Carolina, Tennessee, Utah, and West Virginia. (Basic provisions of the solicitation laws of each of the 50 states and the District of Columbia are presented in the Winter 1990 issue of *Giving USA Update*.)

Forums on International Voluntarism

Representatives of philanthropy and voluntarism in cultures throughout the world convened often in 1989 to share experiences and foster international cooperation. Conferences and forums in Austria, Israel, the Soviet Union, Hungary, Thailand, Great Britain, Nigeria, Canada, Jamaica and the continental United States brought together activists in charitable, nonprofit and nongovernmental organizations from every continent.

Testimony presented at hearings conducted by the Advisory Committee on Voluntary Foreign Aid (ACVFA), a consulting group to the U.S. Agency for International Development, suggested that the increase in activity and interest in philanthropy in many parts of the world can be attributed to four fundamental developments:

- Demands by citizens for alternative associations to government-sponsored bodies, especially in Eastern Europe;
- Emphasis by various governments themselves on the usefulness of philanthropic resources;
- Pressure from religious groups, international development agencies and private foundations;
- Growing skepticism about the capacity of any government, by itself, to deal sufficiently with social ills.[16]

Another factor, suggested at the 40th annual conference of the Council on Foundations in Toronto, is recognition of the global nature of what had earlier been considered local or at most national issues, from neighborhood safety to pollution. One panel of international environmentalists explored "strategies at local and global levels to prevent rain forest destruction, soil erosion, chemical waste hazards and other devastations cutting across national and hemispheric boundaries."[17]

In the United States, forums exploring international philanthropy were hosted by Interphil (International Standing Conference on Philanthropy), the World Fund-Raising

Council, and the Center for the Study of Philanthropy at the Graduate School of the City University of New York, in addition to the hearings conducted by ACVFA. Also, a celebration of the 150th anniversary of the birth of John D. Rockefeller, held at the family's Pocantico Hills, New York estate, featured the theme "Global Philanthropy for the Year 2000 and Beyond."

Several U.S. philanthropic organizations also announced activities on the international scene during the year. United Way International will cosponsor a Polish-American self-help conference in Gdansk, Poland in 1990; the Ford Foundation allocated $6 million for grants in the Soviet Union and Eastern Europe on legal, political, and environmental reform programs; and the Mott Foundation provided a grant to a U.S. affiliate of a nonprofit organization supporting social reforms recommended by Soviet citizens (the Foundation for Social Innovations).

White House Sponsors 'Points of Light' Effort

President George H. Bush acted in 1989 to institutionalize the "thousand points of light" theme of his Presidential electoral campaign the year before. The term broadly refers to organizations and individuals active in philanthropic and voluntary endeavors.

In his campaign, the President advocated an increased role for private and voluntary sector institutions, rather than government, in addressing social problems. He argued that services offered by such groups and individuals were preferable to government-funded services (although subsequent budgets proposed by the President included federal spending increases in several areas). Critics countered that much of the money received by nonprofit groups actually derived from the government, and that additional federal cutbacks — on top of the deep cuts imposed by the previous Reagan Administration — would do more to dim the lights than keep them shining.

In any event, during the year the White House announced a "Points of Light Initiative," which would take the form of a foundation to promote more voluntarism and stimulate a national voluntary youth service "movement." Congressional appropriations of $25 million, and an equal sum to be raised from private donors, would fund the foundation. When established, the foundation would:

- Request corporations, unions, professional societies, religious groups, and nonprofit service providers to "donate the services of some of their most talented and promising people for a period of time." Employers, in addition, would be urged to base "hiring, compensation and promotion deci-

sions" in part on the extent to which employees engage in voluntary community service;

- Foster, through private sector resources, "technology links (such as telephone calls and interactive computers) between those who wish to serve and those who need service";
- Present "Build a Community" and other awards in recognition of voluntary efforts "that are solving the nation's most critical social problems."

Notes for State of the Philanthropic Sector

1/ Virginia Ann Hodgkinson and Murray S. Weitzman, *Dimensions of the Independent Sector:* A Statistical Profile, Third Edition, Independent Sector, 1989, Washington, D.C., Table 2.1, page 37.

2/ "The State of the Nonprofit Sector," testimony of Lester M. Salamon, Director, Johns Hopkins University/Institute for Policy Studies, before the Subcommittee on Commerce, Consumer Protection, and Competitiveness, Committee on Energy and Commerce, U.S. House of Representatives, March 14, 1989.

3/ The American Assembly, "The Future of Social Welfare in America," presented at Columbia University, November 19, 1989, New York. Available free from The American Assembly, 412 Altschul Hall, Barnard College, Columbia University, New York, N.Y. 10027. See also *The Common Good: Social Welfare and the American Future*, The Ford Foundation, 1989, New York.

4/ *What Lies Ahead: Countdown to the 21st Century*, United Way of America, 1989, Alexandria, VA.

5/ "The New America," *Business Week*, September 25, 1929, pages 145, 150, 152, 154, 158, 178.

6/ Audrey Freeman, *Productivity Needs of the United States*, Report No. 934, The Conference Board, 1989, New York. Quotation from accompanying press release #3745.

7/ Eva Cullen, "What the Private Sector Owes and Owns," Economic Road Maps, Nos. 2029-2030, The Conference Board, 1989, New York. Quotation from accompanying press release.

8/ Albert Sommers, "The Sommers Letter," No. 88-25, The Conference Board, 1988, New York.

9/ Edward J. Welniak, Jr., Mark S. Littman, and John M. McNeil, *Money Income and Poverty Status in the United States: 1988*, U.S. Department of Commerce, Bureau of the Census, October 1989, Washington, D.C.

10/ "Encouraging Beginnings Conference Launches New National Council of Nonprofit Associations," *Alert*, California Association of Nonprofits, November 1989; "A Nation of NPCC's," *New York Nonprofits*, Nonprofit Coordinating Committee of New York.

11/ "Survey of Nonprofit Associations," The Union Institute, Center for Public Policy, January 1989, Washington, D.C.

12/ "Recommendations of the Nonprofit Sector Risk and Insurance Task Force," National Center for Nonprofit Boards, 1989, Washington, D.C.

13/ "Alternative Funds Movement Challenges United Way Domination of Charity Drives," *Workplace Giving: The New Era*, Fall 1989, special report of the National Committee for Responsive Philanthropy, Washington, D.C.

14/ Emmett D. Carson, "Black Philanthropy: Shaping Tomorrow's Nonprofit Sector," *NSFRE Journal*, Summer, 1989. See also: "Minorities in Fund-Raising," essays on Hispanics, Native Americans and African-Americans in the profession, special edition of *NSFRE Journal*, Autumn, 1989; "Blacks Give More Than Their Share of Payroll Gifts, Want More Control Over Charitable Options at Work," *Responsive Philanthropy*, Winter, 1989; Julian Johnson, "Can a Black be Quarterback?" *Non- Profit Times*, January, 1989; Robert Lee, "Misconceptions About Giving by Chinese Americans: Confucian Social Ethics and the Spirit of Philanthropy," *Working Papers* of the 1989 Spring Research Forum, Independent Sector and United Way Institute, 1989, Washington, D.C.; Alicia D. Byrd, "The Philanthropy of the Black Church," *Working Papers*, ibid.; Kathleen Teltsch, "Blacks' Charities Struggle To Meet Cosby Challenge," *New York Times*, January 15, 1989.

15/ *Riley v. Federation of the Blind of North Carolina, Inc.*, ___ U.S.___, 108 S. Ct. 2667 (1988).

16/ See, for example, testimony of Lester Salamon, Director, Johns Hopkins University/Institute for Policy Studies, before Advisory Committee on International Foreign Aid, U.S. Agency for International Development, December 6, 1989.

17/ Council on Foundations press release announcing 40th annual conference, 1989.

Sources of Contributions

Giving by Individuals

Giving by Bequest

Giving by Foundations

Giving by Corporations

Individual Giving
1955–1989
(Current $ vs.
Inflation-Adjusted $)

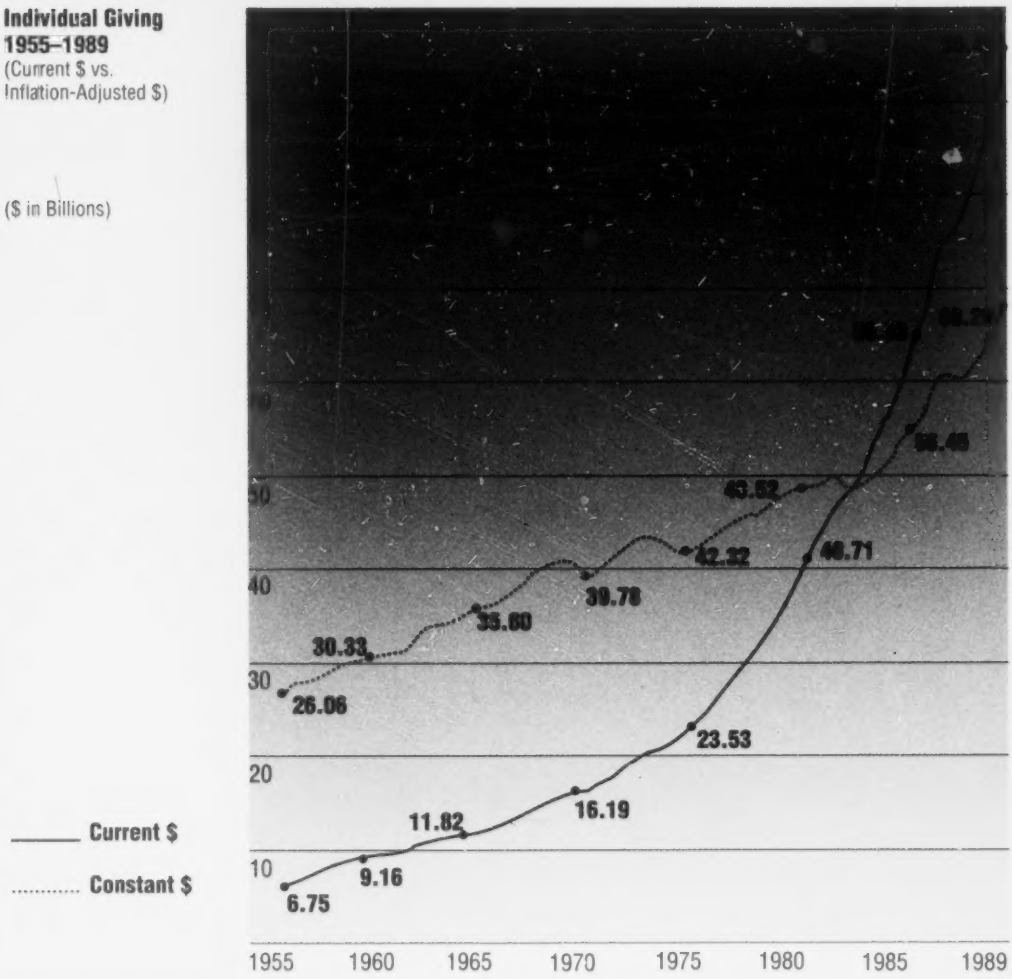

Table 7: Individual Gifts and Personal Income ($ in Bilions)

	Individual Gifts ($ Billions)	Personal Income ($ Billions)	Giving as a % of Income		Individual Gifts ($ Billions)	Personal Income ($ Billions)	Giving as a % of Income
1970	$16.19	$ 831.8	1.95	**1980**	40.71	2,258.5	1.80
1971	17.64	894.0	1.97	**1981**	46.42	2,520.9	1.84
1972	19.37	981.6	1.97	**1982**	48.52	2,670.8	1.82
1973	20.53	1,101.7	1.86	**1983**	53.54	2,838.6	1.89
1974	21.60	1,210.1	1.78	**1984**	58.50	3,108.7	1.88
1975	23.53	1,313.4	1.79	**1985**	65.93	3,325.3	1.98
1976	26.32	1,451.4	1.81	**1986**	74.59	3,526.2	2.12
1977	29.55	1,607.5	1.84	**1987**	78.04	3,777.6	2.07
1978	32.10	1,812.4	1.77	**1988**	86.35	4,064.5	2.12
1979	36.59	2,034.0	1.80	**1989**	96.43	4,427.3	2.18

Source: U.S. Department of Commerce for Personal Income data.
Note: Percentage changes may not be exact due to computer rounding.

Individuals contributed an estimated $96.43 billion to philanthropic causes and organizations in 1989, an increase of 11.67 percent over the revised estimate of $86.35 billion they gave the year before.

After adjusting for inflation, the increase amounted to 6.69 percent.

The $96.43 billion represented 84.1 percent of total giving for the year, continuing a decades-long trend.

Individual giving is estimated through a mathematic formula correlating contributions with key economic and demographic factors.

Personal Income Rose, Stock Prices Rallied

Part of the increase in individual giving, which more than doubled the rate of inflation, may be ascribed to the 8.9 percent increase in personal income; for the nation as a whole, personal income reached more than $4.4 trillion, according to preliminary estimates from the U.S. Commerce Department.

Another likely factor was the rise in stock prices, which jumped 21.1 percent in 1989 over the previous year, as measured by Standard & Poor's composite index of 500 leading stocks. During 1988, prices had grown only 7.3 percent. (Many high income donors wait until the end of the year to donate their gifts.)

While stock prices bear upon yearly rates of giving, over the long run market volatility has not translated into swings in philanthropic donations. Contributions from all sources have risen steadily, in current dollars, since the mid-1950's, notwithstanding several steep market cycles during the past three and a half decades.

As a portion of personal income, individual giving amounted to 2.18 percent. The year before, the portion was 2.12 percent.

Intense Fund Raising May Spur Giving

Organizations battling AIDS, supporting the environment, and addressing homelessness were much in the public eye in 1989, appealing for funds as well as public policy change. The "awareness" programs of these groups, the increased aggressiveness of university fund drives — highlighted by several billion dollar and half-billion dollar capital campaigns — and more sophisticated solicitation by nonprofit organizations in general, most likely comprised another factor generating the nearly 12 percent increase in individual contributions.

Improved fund-raising methods, in turn, reflect heightened competition for the philanthropic dollar.

Few Americans Have Income To Spare — But Most Still Give

Most Americans contribute some portion of their income to philanthropic causes, but fewer than three out of ten households have discretionary income — money left over after

meeting basic, daily expenditures.

A joint 1989 study by the U.S. Bureau of the Census and The Conference Board, reviewing data for 60,000 households, showed that the portion of households with discretionary income amounted to 28.9 percent in 1987 (almost the same as the 28.3 percent in 1983). But an Independent Sector study of almost 3,000 Americans — selected to represent the 1987 adult population as a whole — found that fully 71 percent of U.S. households gave donations to their favorite causes and organizations.

Other findings in the Census Bureau study include:

- Households earning $40,000 or more comprise only a quarter of the population, but account for "well over two-thirds of those in discretionary income brackets."
- Almost two-thirds of the nation's discretionary income is held by households in which there are two or more wage earners, even though such families account for less than half of the nation's homes.
- About 20 percent of U.S. households have chief earners with a college degree, yet such households "control over half the total discretionary dollars." [1]

Individual Investors Establish 'Social Responsibility' Fund

A fund to provide operational support for the work of a group of socially responsible financial investors was created in the summer of 1989. Its first project was to fund the Coalition for Environmentally Responsible Economies, a group promoting ecologically sound behavior among U.S. corporations.

The Social Investment Forum (SIF), which created the fund, was founded several years ago to promote consideration of a "second bottom line" — non-destructive social behavior — among brokers, individual investors, and financial advisors. Investors adhering to socially responsible principles screen corporate policies on such issues as racial and sexual affirmative action, employee decision-making and safety, investments in South Africa (or the extent to which corporations adhere to the Sullivan Principles that specify anti-apartheid policies), military contracting and environmentally sensitive actions. The Forum itself represents numerous socially responsible investors.

At the start of 1989, SIF reported that its members controlled almost $4.6 billion in "screened assets."[2]

In a related development, the Calvert Social Investment Fund, one of the earliest mutual funds to offer social screening to investors, established its own foundation during the year.[3]

Volunteer Activity Remains Level

A new Gallup poll of American giv-

ing patterns revealed that voluntary behavior has remained level for the past two years, although most respondents believe it is increasing. The findings of the latest poll were almost identical to results obtained in a similar survey two years earlier. But according to Gallup, "despite this apparently level trend of volunteer activity, Americans think that the spirit of voluntarism is on the rise."

Conducted in November, 1989, the telephone poll of 1,230 representative adults found that during the previous 12 months, 70 percent of American adults contributed money to a charitable organization, and 60 percent donated funds to a church or synagogue program specifically earmarked for charitable activities. In addition, three quarters of the people gave food, clothing or property, and more than 40 percent did volunteer work for not-for-profit service providers.

Confirming previous studies, the new survey showed that members of religious denominations tend to be more involved in some form of charitable behavior than non-members. Thus, 92 percent of church members donated funds, compared to 71 percent of non-members, and almost half of the members did volunteer work, compared to a third of non-members.[4]

Individuals Aid Disaster Victims

Two natural disasters in 1989 generated an outpouring of financial aid, mostly from individuals. The American Red Cross, for example, said it received $155 million for both disasters, primarily through small donations from individuals. The Red Cross also said it spent $70 million aiding the hurricane's victims alone.[5]

One instance of cooperative individual attention: employees of Eastman Kodak donated $200,000 for earthquake victims. The donations were made to United Way.

Civil Service Donors

Employees of the federal government contributed $165.59 million to nine coalitions of groups seeking funds at civil service work stations in 1988, the latest year for which data is available.

The amount contributed represents an increase of 7.8 percent over the $153.67 million given the year before.

According to unpublished figures from the U.S. Office of Personnel Management, almost 39.5 percent of the funds were contributed to local United Ways, which received $65.5 million. The $65.5 million represented a decline of 6.6 percent from the amount given in 1987.

Amounts contributed to the other coalitions included:

- National Voluntary Health Agencies, $31.4 million, a 12.6 percent increase;
- National Service Agencies, $16.9 million, a 44.4 percent increase;
- Local Unaffiliated Agencies, $13.8 million, a drop of 64.5 percent;

- International Service Agencies, $11 million, an increase of 14.7 percent;
- American Red Cross, $1.1 million, an increase of 203 percent.

Other coalitions raising funds at civil service work sites included Independent Charities of America ($7.1 million), National Unaffiliated Agencies ($14.8 million), and other local federations ($4.4 million). Comparable figures for 1987 for these groups were not available.

Table 8: Distribution of Large Gifts from Individuals ($1 Million and Above)

Use	Amount	% of Total	Use	Amount	% of Total
Religion	$ 4,200,000	0.6%	**Arts, Culture & Humanities**	56,500,000	7.9%
Education	622,900,000	86.6%	**Public/Society Benefit**	1,000,000	0.1%
Health	33,700,000	4.7%	**All Other Uses**	0	0.0%
Human Service	1,000,000	0.1%			
				$719,300,000	100.0%

Large Individual Gifts

Harold C. Simmons
U. of Texas Southwestern Medical Center (Dallas)
$41,000,000

Michael W. Louis
National College of Education
$33,000,000

Edward J. Debartolo
U. of Notre Dame
$33,000,000

Laurence A. and Preston Robert Tisch Families
New York University
$30,000,000

Seymour and Paul Milstein and Gloria Milstein Flanzer
Presbyterian Hospital at Columbia (NY)
$25,000,000

Saul P. Steinberg
U. of Pennsylvania
$25,000,000

Frank Smathers, Jr. and Mary Belle
U. of Miami
$21,000,000
Property and maintenance

Robert S. Jepson Jr.
U. of Richmond
$20,000,000

James and Mari Michener
Honolulu Academy of Arts
$18,000,000
American paintings & Japanese prints

Walter H. Annenberg
Metropolitan Museum of Art (NY)
$15,000,000

James LeVoy Sorenson
U. of Utah
$15,000,000

Walter H. Annenberg
U. of Pennsylvania
$10,000,000

Elisabeth Kaiser Davis and Stanton W. Davis
Wellesley College
$10,000,000

Robert E. Brennan
Seton Hall U.
$10,000,000

Ben Hill Griffin Jr.
U. of Florida
$10,000,000

Wallace E. Carroll
Boston College
$10,000,000

Charles K. Fischer
U. of Notre Dame
$10,000,000

Edra E. Brophy and William J. Gillespie
U. of California-Irvine
$8,500,000

Richard Avedon
U. of Arizona
$7,100,000

Albert Nerken Cooper
Union for the Advancement of Science and Art
$7,000,000

Malcolm H. Wiener
Harvard U. John F. Kennedy School of Government
$7,000,000

Philip and Nancy Anschutz
U. of Kansas
$6,500,000

Richard C. and Virginia Hunsaker
U. of Redlands
$6,000,000

Gerald Tsai
Boston U.
$5,500,000

Mr. and Mrs. Frank Lyon Sr. and Mr. and Mrs. Frank Lyon Jr.
Arkansas College
$5,250,000

H. Christopher Whittle
U. of Tennessee
$5,200,000

Walter H. Annenberg
National Gallery of Art (DC)
$5,000,000

Ralph and Goldy Lewis
U. of Southern California School of Urban and Regional Planning
$5,000,000

Marshall Manley
New York U.
$5,000,000

Prentice Bloedel
University of Washington
$5,000,000

Elizabeth B. Noyce
U. of Maine
$5,000,000

Anonymous
Sewanee — The University of the South
$5,000,000

Earl and Dorothy Olson
Concordia College
$5,000,000

Verna Harrah
U. of Nevada
$5,000,000

Anonymous
Lenoir-Rhyne College
$5,000,000

Burt Reynolds
Palm Beach Community College
$5,000,000

Wesley M. and Suzanne S. Dixon
Lake Forest College
$5,000,000

Walter H. Annenberg
Philadelphia Museum of Art
$5,000,000

John B. and Helen J. Wilson
U. of Southern California School of Dentistry
$4,400,000

Ralph Waldo Beeson
Asbury Theological Seminary (KY)
$4,200,000

Robert E. Brennan
Seton Hall U.
$4,200,000

Anne and Robert Bass
Smith College
$4,000,000

Arthur C. Neilsen Jr.
U. of Wisconsin-Madison
$4,000,000

J.B. Fuqua
Duke University's Fuqua School of Business
$4,000,000

Iris and B. Gerald Cantor
Brooklyn Museum
$3,500,000

Louis Daniel Brodsky and Saul L. Brodsky
Southeast Missouri State U.
$3,500,000
Books & manuscripts by W. Faulkner

Anonymous
Radcliffe College
$3,200,000

James and Robert Wo
Punahou School in Honolulu
$3,000,000

Anonymous
SUNY at Buffalo
$3,000,000
securities

David C. Mugar
Boston U.
$3,000,000

John and Jerry Frautschi
U. of Wisconsin
$3,000,000

Mercedes A. Bates
Oregon State U.
$3,000,000

Greer Garson
College of Santa Fe
$3,000,000

Buckman Family
Rhodes College
$3,000,000

Mortimer B. Zuckerman
Columbia U.
$3,000,000

John Papajohn
U. of Iowa
$3,000,000

Anonymous
New York University
$3,000,000

Lucille Wertz
Detroit Medical Center
$3,000,000

Harry J. Gray
U. of Hartford
$3,000,000

Robert S. and Alice Jepson Jr.
U. of Richmond
$3,000,000

Anson M and Jean Beard Jr.
Wheaton College
$3,000,000

Robert and Beth Linder
Judson College
$2,750,000

John and Theiline McCone
Monterey Institute of International Studies
$2,700,000

Paul Dickinson
Oklahoma Baptist U.
$2,600,000

Harley F. Shuford Sr. and Family
Lenoir-Rhyne College
$2,500,000

Raymond A. Dufour
Catholic U. of America
$2,500,000

Hugh F. Culverhouse
U. of South Florida
$2,500,000

Charles R. and Martha N. Fulton
Salisbury State U.
$2,500,000

Mr. and Mrs. Perry A. Sloan, Jr.
Peace College
$2,500,000

Mr. and Mrs. Richard G. Coker
Coker College
$2,000,000

William Paley
Broadcast Museum (NY)
$2,000,000

Robert S. Jepson Jr.
Hamline U.
$2,000,000

Anonymous
Rochester Institute of Technology
$2,000,000

Wendy Reves
Dallas Symphony Association
$2,000,000

U.S. Sen. George A. Smathers
U. of Florida
$2,000,000
Property

Raymond Chambers
New York U.
$2,000,000

Walter H. Annenberg
New York U.
$2,000,000

Louis Szathmary
Johnson & Wales U.
$2,000,000
culinary arts & gastronomic artifacts

Philip A. Rhodes
U. of South Carolina
$2,000,000

Madelyn L. Glazer
Drake U.
$2,000,000

Theodore R. and Annie Laurie Sills
Northwestern U.
$2,000,000

Howard, Rose, Milly and Gerald Marcus
Wichita State U.
$2,000,000

Dave C. Swalm
Mississippi State U.
$2,000,000

E. J. Benes
Ohio Wesleyan U.
$2,000,000

Harvey F. and Geraldine W. Brunch
Pacific Presbyterian Medical Center (CA)
$2,000,000

Malinda R. Farrow
Trinity College
$2,000,000

Richard J. Wehle
Canisius College
$1,900,000

Anonymous
Mississippi County Community College
$1,800,000

Carl and Margaret Davis
Walter Frances Payne Bolton School of Nursing at Case Western Reserve U.
$1,700,000

Marta S. and L. Austin Weeks
U. of Miami School of Medicine
$1,650,000

Miss Margaret Muench
Scripps Memorial Hospital Foundation
$1,600,000
Property

Mr. and Mrs. Lee J. Bruno
Birmingham-Southern College
$1,500,000

Paul Sogg
U. of Nevada at Las Vegas
$1,500,000

Harold and Helen Mcmaster
U. of Toledo
$1,500,000

Mrs. Enid A. Haupt
Metropolitan Museum of Art
$1,500,000

Forrest E. and Sally Roney Hoglund
U. of Kansas
$1,500,000

Dr. James P. and Heather Gills
U. of South Florida
$1,500,000

Helen Wills Roark
U. of California at Berkeley
$1,500,000
Trust

Donald B. Cerf
Eureka College
$1,500,000

Ruth Lilly
Butler U. (IN)
$1,500,000

William F. and Margaret Warner Scandling
University of Rochester
$1,500,000

Bette Kaplan
U. of Southern California
$1,500,000

William F. and Margaret Warner Scandling
U. of Rochester
$1,500,000

Chapman and Suzanne Root
Indiana State U.
$1,500,000

R. Roy Pearce
Clemson U.
$1,500,000

John R. McMillan
California Institute of Technology
$1,500,000

American Association of Retired Persons
U. of Southern California Ethel Percy Andrus Gerontology Center
$1,500,000

Michael M. Scott
California Institute of Technology
$1,500,000

Enid A. Haupt
Metropolitan Museum of Art (NY)
$1,500,000

Susan A. Gerbi
Brown U.
$1,300,000

Hugh and Joy Culverhouse
U. of South Florida
$1,300,000

Tullah Hanley
U. of Pittsburgh at Bradford
$1,300,000

Lloyd Family
Antioch College
$1,300,000

Natalie I. Koether
U. of Pennsylvania
$1,250,000

William T. Dillard
Columbia Business School of Columbia U.
$1,250,000

Robert J. and Marcia Udine Day
Pennsylvania State U.
$1,250,000

Vincent A. Sarni
U. of Rhode Island
$1,250,000

Christopher H. Browne
U. of Pennsylvania
$1,250,000

Carl A. Morse
Yale U.
$1,200,000

Daniel J. Taylor
Wichita State U.
$1,200,000

Don Shaw
U. of Southern California
$1,200,000

Monte L. Murphy
U. of Kansas
$1,200,000

Bradford M. Freeman
Stanford U.
$1,200,000

Frank W. Branden
DePauw U.
$1,200,000

Samuel H. and Elsie W. Hoover
Western Maryland College
$1,200,000

James 'Red' Scott
Scripps Memorial Hospital
$1,100,000

John and Rebecca Moores
U. of Houston
$1,100,000

Perry A. Sloan Jr. and Lillie Duke Clements Sloan
Duke U.
$1,000,000

Elmer Wavering
Wartburg College
$1,000,000

Anonymous
Kalamazoo College
$1,000,000

Mary Belle and Frank Smathers, Jr.
U. of Miami
$1,000,000

Anonymous
St. Louis University
$1,000,000

Donna Brace Ogilvie
Stamford Hospital
$1,000,000

Edwin A. Morris
Duke U.
$1,000,000

Robert Manchester
Ohio Wesleyan U.
$1,000,000

Frederick W. Hagemann
Wartburg College
$1,000,000

Florence Goodrich Dunn
Butler U.
$1,000,000

Kenneth B. Waterbury
Pennsylvania Sate U.
$1,000,000

Jennings and Josephine Carter
U. of Evansville
$1,000,000

Walter H. Annenberg
Harvard U.
$1,000,000

Joan Kroc
City of San Diego (Arts Festival)
$1,000,000

Dr. and Mrs. Sanford Ziff
U. of Miami
$1,000,000

M.B. Seretean
Oklahoma State U.
$1,000,000

Family of Emerson G. Reinsch
Marymount U.
$1,000,000

Lester B. and Carolbeth Korn
U. of California at Los Angeles
$1,000,000

Sara Hart Kimball
Oregon State U.
$1,000,000

Charles and Lee Finkl
Illinois Institute of Technology
$1,000,000

William R. Timmons Jr., Charles M. Timmons and Jean Timmons Pellham
Furman U.
$1,000,000

Alvin C. Copeland
Louisiana State U.
$1,000,000

Dr. and Mrs. James Sheets and Dr. Cherilyn Sheets
U. of Southern California
$1,000,000

Lawrence Beck and Family
Alma College
$1,000,000

Edward J. Schaefer
Indiana Institute of Technology
$1,000,000

Anonymous
Holy Cross College
$1,000,000

Lillian W. Norfleet
Medical College of Hampton Roads
$1,000,000

Robert H. and Elizabeth Olander
Macalester College
$1,000,000

Donald Bren
U. of California at Irvine
$1,000,000

Alice Andrews and Robert S. Jepson Jr.
Mary Washington College
$1,000,000

Carolyn Chambers
U. of Oregon
$1,000,000

Stanley S. Bey
Monmouth College
$1,000,000

Walter H. Annenberg
Pine Manor College
$1,000,000

Dorothy Rodgers
Jewish Museum (NY)
$1,000,000

Robin E. Hernreich
Washington U.
$1,000,000

Anonymous
Gordon College
$1,000,000

Bertha and Max Dressler
Northwestern U.
$1,000,000

Max N. and Elsie Mae Christianson
Union College
$1,000,000

Oprah Winfrey
Morehouse College
$1,000,000

Julien and Virginia Cornell
Vermont Law School
$1,000,000

William and Joyce Sexton and Frank and Julia Ladner
St.John's University
$1,000,000

John F. Purfield
Pepperdine U.
$1,000,000

Patricia Hamar Boldt
Lawrence U.
$1,000,000

Anonymous
Williston Northampton School
$1,000,000

Peter D. Watson
U. of Rochester
$1,000,000

Reginald R. Lewis
Howard U.
$1,000,000

Calin A. Buehler
U. of Tennessee
$1,000,000

Frances Bell Osgood
Smith College
$1,000,000

Lindsay Young
U. of Tennessee
$1,000,000

Marc and Nick Buoniconti
U. of Miami
$1,000,000

Florence Freedman and Bernard J. Starkoff
Smith College
$1,000,000

E. Carlton Wilton
U. of Richmond
$1,000,000

Anonymous
Bruce Museum, Greenwich, CT
$1,000,000

Lucille and Dewitt Daughtry M.D.
U. of Miami
$1,000,000

Albert W. Laurence Rensselaer
Polytechnic Institute
$1,000,000

Russell Baumgardner
William Mitchell College of Law
$1,000,000

Anonymous
St. Bonaventure U.
$1,000,000

Enid A. Haupt
Bryant Park (NY)
$1,000,000

Rudolph and Susan Rense
Case Western Reserve U.
$1,000,000

Marshall S. Cogan
Boston Latin School
$1,000,000

William E. Sisson
U. of North Carolina at Wilmington
$1,000,000

Friends of Jesse Unruh Committee
U. of Southern California
$1,000,000

Morris and Alice Kaplan
Northwestern U.
$1,000,000

Walter Schorenstein
Stanford U.
$1,000,000

Anne and Ralph Ketner
National 4-H Council
$1,000,000

Frank A. Franco
Alvernia College
$1,000,000

Family of Alexander M. Bracken
Ball State U.
$1,000,000

William E. and Peggy Dotterweich
U. of Notre Dame
$1,000,000

Anonymous
Presbyterian College
$1,000,000

Madeleine Hass Russell
Brandeis U.
$1,000,000

Robert V. Copeland
DePauw U.
$1,000,000

Walter H. Schorenstein
U. of California at Berkeley
$1,000,000

V. E. Frazier
U. of Arizona
$1,000,000

Lloyd L. Boehnen Family
U. of Notre Dame
$1,000,000

George A. Kellner
Trinity College
$1,000,000

Frank Fertitta Jr.
U. of Nevada at Las Vegas
$1,000,000

Notes to Giving by Individuals

1/ Fabian Linden, Gordon W. Green, John F. Coder, *A Marketer's Guide to Discretionary Income*, joint study by the U.S. Bureau of the Census and The Conference Board, 1989, New York. Also: Virginia Hodgkinson and Murray Weitzman, *Giving and Volunteering in the United States*, Independent Sector, 1989, Washington, D.C.

2/ *The Forum*, newsletter of the Social Investment Forum, Fall 1989.

3/ *Update*, Vol. 1, No. 1, Calvert Social Investment Foundation, Washington, D.C.

4/ "Voluntarism Runs Deep in U.S. Society," November, 1989, Princeton Religion Research Center.

5/ Jane Gross, "Pressured Agencies Alter Post-Quake Relief," *New York Times*, March 6, 1990.

Giving by Bequest

Total Giving
1955–1989
(Current $ vs. Inflation-Adjusted $)

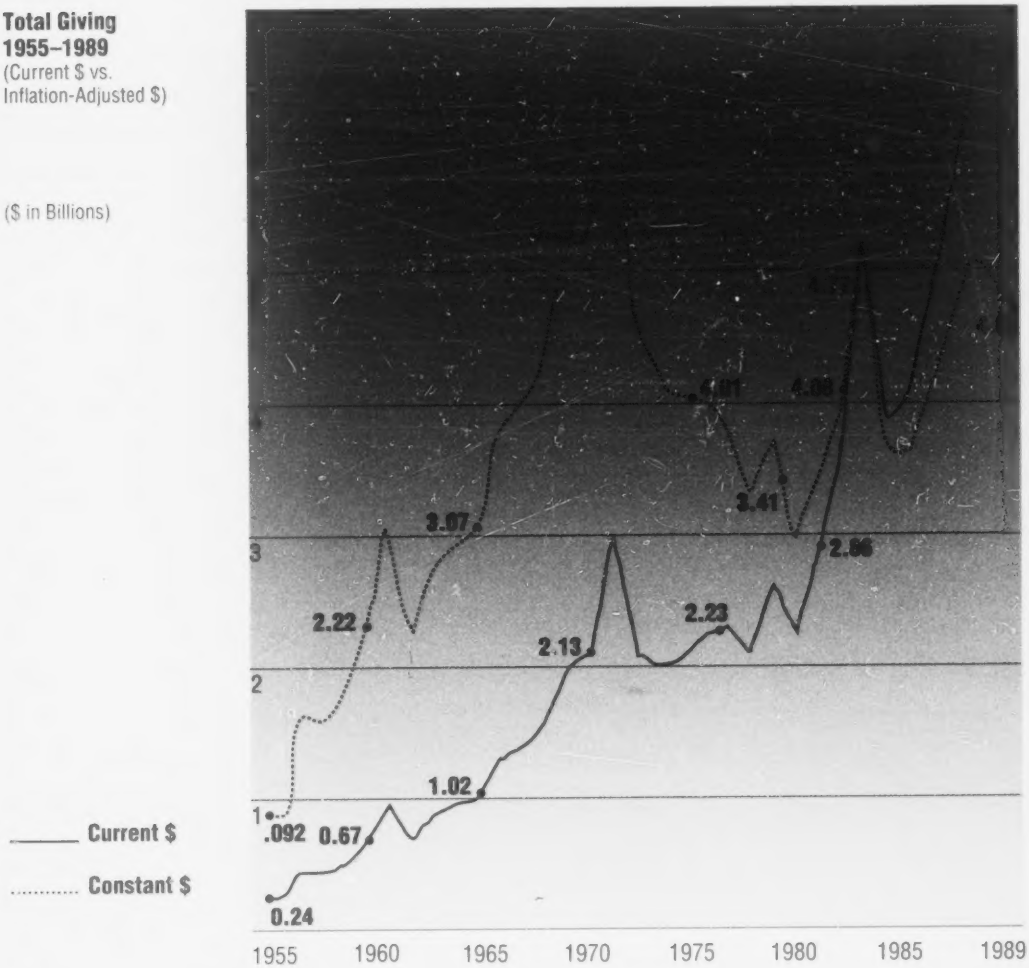

Table 9: Bequests ($ in Billions)

	Amount		Amount
1970	$2.13	**1980**	2.86
1971	3.00	**1981**	3.58
1972	2.10	**1982**	5.21
1973	2.00	**1983**	3.88
1974	2.07	**1984**	4.04
1975	2.23	**1985**	4.77
1976	2.30	**1986**	5.70
1977	2.12	**1987**	6.58
1978	2.60	**1988**	6.57
1979	2.23	**1989**	6.57

Source: IRS for data through 1980

Bequests to charitable and other nonprofit organizations in 1989 amounted to an estimated $6.57 billion, representing no growth over the revised estimate of individuals' bequests made the year before.

After adjusting for inflation, bequests declined in value by almost 4.5 percent.

The $6.57 billion in bequests accounted for 5.7 percent of total philanthropic giving in 1989.

The estimate of bequests is projected from surveys of health, human service, education and other nonprofit organizations. Because they depend largely on the life span of the donors, bequests remain the most unpredictable and volatile source of philanthropic funds.

Most Million-Dollar Gifts Bequeathed to Education

More than 90 percent of bequests of $1 million and above in 1989, as monitored by the AAFRC Trust for Philanthropy, went to education (see Table 10). The largest bequests went to Yale University ($9 million in property) from the estate of Harry M. Day; Lincoln Memorial University ($8 million) in Harrogate, Tennessee, from the estate of Frank B. Turner; and Deerfield Beach High School in Florida ($6.4 million) from the estate of James D. and Alice Baker.

In the arts, the Denver Museum of Natural History received a $7 million bequest from the estate of Frank H. Ricketson. And in human services, the Indianapolis Foundation/Planned Parenthood of Central Indiana, Inc. received a $1 million bequest from the estate of Robert E. Efroymson.

Table 10: Distribution of Large Bequests
($ Million and Above)

Use	Amount	% of Total
Religion	$ 0	0.0%
Education	87,071,566	91.6%
Health	0	0.0%
Human Services	1,000,000	1.1%
Arts, Culture & Humanities	7,000,000	7.4%
Public/Society Benefit	0	0.0%
All Other Uses	0	0.0%
	$95,071,566	100.0%

Large Bequests

Estate of Harry M. Day
Yale U.
$9,000,000
Property

Estate of B. Frank Turner
Lincoln Memorial U.
$8,000,000

Estate of Frank H. Riketson, Jr.
Denver Museum of Natural History
$7,000,000

Estate of James. D. and Alice Baker
Deerfield Beach High School In Florida
$6,400,000

Estate of Mr. and Mrs. William Buel Irvin
Hardin-Simmons U.
$3,600,000

Estate of Sara George
Stetson U.
$3,600,000

Estates of Dr. and Mrs. William Buel Irving
Hardin-Simmons U. (TX)
$3,600,000

Estate of Florence K. Fitzpatrick
Wells College
$2,800,000

Estate of Thomas A. Boyd
Muskingum College
$2,700,000

Estate of J. Larcom Ober
U. of Maine Foundation
$2,500,000

Estate of Ted Chapman
Rochester Institute of Technology
$2,500,000

Estate of Lucile Kennedy
Ohio State U.
$2,500,000

Estate of Mary Elizabeth Thomas
U. of North Carolina at Chapel Hill
$2,500,000

Estate of Malinda Barlow Robertson
Mount Vernon College
$2,000,000

Estate of Alfred E. Hahn
U. of California at Santa Cruz
$1,900,000

Estate of William Hawkins Ferry
Wayne State U.
$1,700,000

Estate of William Hawkins Ferry
Wayne State U.
$1,700,000

Estate of Harold P. Curtis
Washington State U.
$1,600,000

Estate of Doris Pike White
Bowdoin College (ME)
$1,500,000

Estate of Ruth Corwin Endly
Findlay College
$1,500,000

Estate of Robert Z. Greene
U. of Miami
$1,400,000

Estate of Edith Hass Redmond
University of Southern California
$1,300,000

Estate of Thomas W. Rivers
East Carolina U.
$1,300,000

Estate of Alton Sparkman
St. Mary's College (NC)
$1,300,000

Estate of Corinne Farrell
Central Washington U.
$1,300,000

Estate of Corinne F. Pick
Northwestern U.
$1,241,566

Estate of Frank Cuccia
Loyola College
$1,230,000

Estate of J. Rives Childs
Randolph-Macon College
$1,200,000

Estate of Richard E. Powell
Rockhurst College
$1,200,000

Estate of Edward Singleton and Hattie Wilson Diggs
Virginia Polytechnic Institute and State U.
$1,000,000

Estate of Jean Naylor Lindsley
U. of Colorado
$1,000,000

Estate of J. Frank White
Lincoln Memorial U.
$1,000,000

Estate of Robert A. Efroymson
Indianapolis Foundation/Planned Parenthood of Central Indiana Inc.
$1,000,000

Estate of Gunnar W.W. Nicholson
North Carolina State U.
$1,000,000

Estate of Richard Whiteman
Kendall Young Library
$1,000,000

Estate of Blanche E. Jacobson
Lehigh U. (PA)
$1,000,000

Estate of Blanche E. Jacobson
U. of Charleston
$1,000,000

Estate of Sally Barret George
Hollins College (VA)
$1,000,000

Estate of Mrs. Jane White Lincoln
Lake Erie College
$1,000,000

Estate of Milton Plesur
State U. of New York at Buffalo
$1,000,000

Estate of Irene Murden
College of William and Mary
$1,000,000

Estate of Hans and Ella Vahlteich
Connecticut College
$1,000,000

Estate of Ruth Reid
U. of California at Davis
$1,000,000

Estate of Ray Duggan
U. of North Dakota
$1,000,000

Foundation Grants
1955–1989
(Current $ vs.
Inflation-Adjusted $)

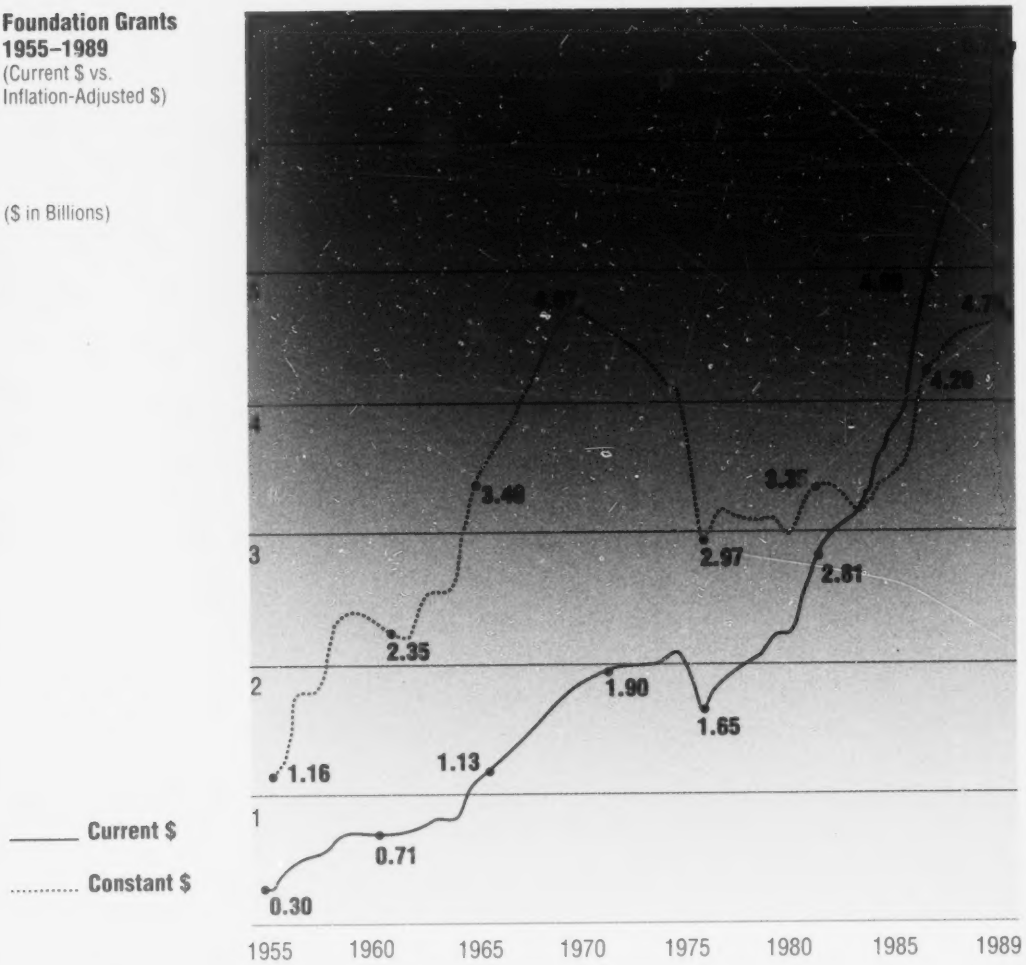

Table 11: Foundation Grants ($ in Billions)

	Amount		Amount
1970	$1.90	**1980**	2.81
1971	1.95	**1981**	3.07
1972	2.00	**1982**	3.16
1973	2.00	**1983**	3.60
1974	2.11	**1984**	3.95
1975	1.65	**1985**	4.90
1976	1.90	**1986**	5.43
1977	2.00	**1987**	5.88
1978	2.17	**1988**	6.15
1979	2.24	**1989**	6.70

Note: Corporate foundations excluded.
Source: The Foundation Center for figures through 1985 and 1988.

Independent and community foundations provided an estimated $6.697 billion in grants to nonprofit organizations in 1989, up 8.93 percent from the revised 1988 estimate of $6.148 billion.

When adjusted for inflation, the 1989 grants represented a growth of almost 4.8 percent over the previous year's grants.

Foundation grants accounted for 5.8 percent of total giving for the year.

The estimate of foundation grants is projected from a survey of several hundred representative foundations recommended by The Foundation Center, including the top 50 grantmakers. The estimate does not include gifts from company-sponsored foundations, which are counted under corporate giving.

Financial details of foundations appear on Federal 990PF forms, available for review at The Foundation Center in various cities, the IRS Freedom of Information Reading Room in Washington, D.C., and IRS District Offices. Some foundations may provide the forms directly.

Grants and Assets

The increase in foundation gifts in 1989 reversed a three-year decline in the rate of giving growth. After a boost of more than 24 percent in 1985 — a year marked by a booming stock market — the annual growth rate of grants declined steadily for the next three years: 11 percent, 8 percent, and 4.6 percent. (See Table 3.) By 1989, the growth rate began an upswing, attaining its 1987 pace.

Nevertheless, the 1989 rise in grants did not match that year's rise in foundation assets, which grew 19 percent to an estimated $139 billion. The asset increase represented a growth rate more than seven times the rate logged the previous year (2.69 percent).

Foundation asset growth was most likely a function of more robust stock prices in which institutional funds are invested, as well as increasing professionalism of money management within the larger foundations.

As measured by Standard & Poor's composite index of 500 leading stocks, the value of corporate shares grew 21.5 percent in 1989 — compared to a drop of -7.3 percent the year before. (A similar picture of stock growth is revealed by the Dow Jones industrial average, the most commonly utilized measure of market performance.)

Concerning money management, a study commissioned by the Council on Foundations revealed that "the assets of many of the larger foundations were achieving respectable rates of return," as reported by James A. Joseph, President of the Council, in the group's 1989 annual report.

To meet the needs of smaller foundations for assistance in this area, the Council recommended legislation during the year to allow for a "common fund" as an investment vehicle. If established, such a fund would

"permit small and medium sized foundations to benefit from expert management at lower cost than is now possible."

Allocation of Foundation Grants

Representative foundations gave about a quarter of their grant dollars to "welfare" in 1988, the latest year for which data is available. (Welfare, as defined by The Foundation Center, is a broad category combining human services and public/society benefit causes such as environmental protection, civil rights, and urban development, among others.)

Health programs received about a fifth of the amount granted; education about 17 percent. The remaining third was awarded to cultural activities, science and social science research. As usual, religion received a nominal 2 percent. These allocations were based on a survey conducted by The Foundation Center of 337 pace-setting independent and community foundations, including the nation's top 100 grantmakers. (See Table 12).

Table 12: Distribution of Foundation Grants, 1988* (Amounts in $000)

	Amount	% of Total
Welfare	$663,129	26.1
Health	545,615	21.5
Education	418,915	16.5
Cultural Activities	361,631	14.2
Social Science	264,265	10.4
Science	230,258	9.1
Religion	55,694	2.2

*Excluding company-sponsored foundations. Based on sample of 337 representative independent and community foundations. Source: *The Foundation Grants Index*, 18th Edition, The Foundation Center, 1989, New York.

Grantmakers Address Global Community Crises

Threats to the ecosystems of communities throughout the world, problems of personal safety in neighborhoods in many countries, and approaches to grass roots organizing in different nations were indicative of the global perspective of 1,600 foundation officers, trustees and staff members who met in Toronto, Ontario, Canada in April for the 40th annual conference of the Council on Foundations. The Council represents some 1,100 major U.S. grantmakers.

Funders convened under the theme that most community problems, paradoxically, are no longer confined to local communities, nor even to separate countries. "The boundaries of community have indeed expanded," commented the editor of the Council's *Foundation News* in a review of the proceedings. "It could even be said that they have stretched so widely that there is now just one community, and we're all in it together. Its many problems may represent at once the greatest challenges, and the greatest opportunities, in the history of organized philanthropy."[1]

Among international and national community issues explored at the conference were environmental

degradation, community organizing, neighborhood safety, the relationship between arts and social change, human rights, grantmaking in "the global village," family structure in a changing society, grass roots media, and managing conflict.

Environmental issues were a key sub-focus. Problems and funding approaches in this area were explored

Table 13: Distribution of Foundation Grants by Sub-category, 1988 ($000)

Subject	Community Foundations		Independent Foundations	
	Dollar Value	% of Total	Dollar Value	% of Total
Cultural Activities				
General	$ 8,865	6.7%	$ 106,783	4.4%
Art & Architecture	3,442	2.6%	66,567	2.8%
History	1,709	1.3%	24,266	1.0%
Language & Literature	1,704	1.3%	21,836	0.9%
Media & Communications	1,398	1.1%	42,329	1.8%
Music	4,088	3.1%	32,324	1.3%
Theater & Dance	6,387	4.8%	39,933	1.7%
Total Cultural Activities	$ 27,592	20.9%	$ 334,039	13.9%
Education				
General	$ 1,850	1.4%	$ 29,733	1.2%
Adult & Continuing	392	0.3%	31,387	1.3%
Elementary & Secondary	5,127	3.9%	89,725	3.7%
Higher (General)	8,107	6.1%	243,893	10.1%
Vocational	1,282	1.0%	7,419	0.3%
Total Education	$ 16,758	12.7%	$ 402,157	16.6%
Health				
General	$ 1,401	1.1%	$ 27,159	1.1%
Medical & Health Education	1,657	1.3%	71,286	3.0%
Medical Care & Treatment	10,107	7.7%	132,990	5.5%
Medical Research	3,008	2.3%	121,721	5.1%
Mental Health	3,149	2.4%	50,035	2.1%
Public Health	7,232	5.5%	115,867	4.8%
Total Health	$ 26,556	20.3%	$ 519,059	21.6%

(Continued)

Table 13: Distribution of Foundation Grants by Sub-category, 1988 *(Continued)*

	Community Foundations		Independent Foundations	
	Dollar Value	% of Total	Dollar Value	% of Total
Religion				
General	$ 4,180	3.2%	$ 26,802	1.1%
Religious Education	436	0.3%	24,276	1.0%
Total Religion	$ 4,616	3.5%	$ 51,078	2.1%
Science				
General	$ 515	0.4%	$ 113,898	4.7%
Life Sciences	131	0.1%	50,017	2.1%
Physical Sciences	62	0.0%	45,888	1.9%
Technology	266	0.2%	19,482	0.8%
Total Science	$ 974	0.7%	$ 229,285	9.5%
Social Science				
General	$ 545	0.4%	$ 36,517	1.5%
Anthropology	55	0.0%	13,563	0.6%
Economics	800	0.6%	25,895	1.1%
Law & Legal Education	288	0.2%	20,550	0.9%
Political Science	1,638	1.2%	164,414	6.8%
Total Social Science	$ 3,326	2.4%	$ 260,940	10.9%
Welfare				
General	$ 21,147	16.0%	$ 150,457	6.2%
Business & Employment	3,684	2.8%	56,110	2.3%
Community Affairs	7,519	5.7%	43,535	1.8%
Consumer Interests	57	0.0%	166	0.0%
Crime & Law Enforcement	1,099	0.8%	22,540	0.9%
Environment & Energy	4,479	3.4%	95,057	3.9%
Equal Rights & Legal Serv	3,408	2.6%	53,776	2.2%
Recreation	4,048	3.1%	60,662	2.5%
Rural Development	99	0.1%	44,755	1.9%
Urban Development	6,618	5.0%	83,909	3.5%
Total Welfare	$ 52,159	39.5%	$ 610,970	25.2%
Total Grants for Type	$131,981	4.6%	$2,407,528	84.0%

* Excluding corporate foundations.

Source: The Foundation Grants Index, 18th Edition, 1989. The Foundation Center. Data reflects grants of 337 independent and community foundations, including the largest 100 foundations.

in several forums: the mini-plenary, devoted to formulating local and global strategies; a panel discussion on threats to the Great Lakes-St. Lawrence System — the earth's largest source of fresh water; a tour of the Canada Centre for Inland Waters; and a session on predictions of global warming.

"The rate at which natural environments are being disrupted or destroyed portends that over one million of the earth's species may be lost in the next ten years," warned the Council in announcing its mini-plenary session on ecology. "Additionally, a majority of countries — east and west, north and south — are plagued by air, water and ground pollution as well as rain forest destruction, soil erosion and chemical waste hazards."

Foundation leaders and environmental groups themselves were not alone in 1989 in pointing to ecological devastation as one of the world's most dangerous problems. In August, scientists from the U.S. and the Soviet Union, business executives, artists and politicians met in Sundance, Utah, to form a "security alliance," urging energy-efficient technologies and the elimination of chlorfluorocarbons by the year 2000. And in September, 3,400 energy suppliers and other specialists from 91 nations held their triannual meeting in Montreal. According to one news report on the conference, environmental issues dominated the deliberations. "Price and supply, the traditional focus of energy suppliers, have almost been squeezed off the agenda."[2]

Typical of the numerous instances of foundation action on global and domestic environmental protection during 1989 were:

- The W.K. Kellogg Foundation's grants, amounting to several million dollars between 1982 and 1989, to Project Sierra in the Dominican Republic, a government-initiated program of soil conservation, reforestation, animal husbandry, rural agroindustry, and improved health care and education for peasants. The plan seeks to unite sound environmental policies with good health and nutrition. It also provides education on the negative health effects of destructive environmental practices — such as "slash and burn" clearance of forests for agriculture.[3]
- The San Francisco Foundation's grants totalling almost a million dollars for 34 projects promoting preservation of natural resources, public participation in policies affecting the ecology, and environmental education in the Bay Area.[4]

Additional information on environmental action in the philanthropic sector during the year appears in the chapter "Giving to Public/Society Benefit."

Community Foundations Mark 75th Anniversary

Seventy-five years after the founding of the Cleveland Foundation by Frederick H. Goff, community foundations numbered at least 256, with assets of about $5 billion and grants amounting to $400 million. They vary widely in size: the six largest hold more than 40 percent of the assets. Nevertheless, their overriding aim appears uniform regardless of size: to enhance the well-being of the population in the foundation's locale (usually a county or city), and to develop indigenous leadership. In recognition of the 75th anniversary, the U.S. Congress passed a resolution designating November 12-18, 1989 as "Community Foundation Week." And two service organizations issued major reports on the history and progress of the trusts. These were:

- *Community Foundations at 75*, from the Council on Foundations: A compilation of key data on the grantmakers' growth, assets, grants, income, investments, expenses, staffing, and services. Replete with charts and tables, the study analyzes historical trends and current operations. A bibliography of additional readings is included.[5]

- *An Agile Servant: Community Leadership by Community Foundations*, commissioned by The Council on Foundations and published by The Foundation Center: A collection of essays on the history, evolving roles, financial development and key personalities associated with the trusts. The book includes case studies and analytical essays highlighting the foundations' more innovative grants, and challenging today's administrators to "generate more creative and professional responses to the crises affecting the public they serve."[6]

Another report, *Community Foundations at the Margin of Change: Unrealized Potential for the Disadvantaged*, prepared by the National Committee for Responsive Philanthropy, critiqued six of the largest community grantmakers in the way they address the needs of "disadvantaged and disenfranchised residents" within their service areas. Concluding that the six foundations "are operating at too great a distance from their communities' most serious problems," the study offered several recommendations, including allocating 50 percent of grant dollars to the disadvantaged, and making longer-term grants.[7]

A measure of community foundations' broad interests may be found in their grant listings. In April, 1989, for example, the New York Community Trust announced grants to: the Brooklyn Academy of Music, the New York Hall of Science, Playwrights Horizons, The Civil Rights Project (for part two of the award-winning "Eyes on the Prize" documentary), the National Federation of

Community Development Credit Unions, the Ackerman Institute for Family Therapy, the National Retiree Volunteer Center, Metropolitan Area Educators for Social Responsibility, Bronx Committee for the Community's Health, and numerous other projects. And in November, the Chicago Community Trust listed grants of almost $5 million to more than 90 organizations.[8]

Ethical Dilemmas Confront Foundation Policy Makers

Those who set and administer foundation policy face moral and ethical problems on a continuing basis, according to an analysis prepared in 1989 by the Council on Foundations. The dilemmas pertain to such matters as "promise-keeping, secrecy, and truthfulness" as well as "dissonance (differences between board and staff or between grantmaker and community), conflicts of interest, and dogma." Further, such dilemmas derive from the very nature of the institutional donors, the report argues.

Based on a series of interviews with foundation leaders and a survey of ethics and public research centers, the report notes that foundation policy makers want "greater expertise in understanding and communicating the moral premises, complexities and consequences of their craft."

The report concludes that the field of ethics — public centers devoted to the study of ethical issues in society — is "relatively energetic, relatively atomized (and) relatively undeveloped."

Numerous examples of ethical dilemmas appear in the report, along with frank observations by grantmaking officers. One example, from a foundation president: "When you see a conflict of interest within the foundation, when do you push it? When you're told not to cross the line, how do you make it so that it doesn't eat at your gut every day? How do you keep from losing your moral compass?"

Approaches to resolving conflicts or potential conflicts are also included: "If a (foundation) board member is part of the requesting organization, we have a policy that (he or she) not vote. However, this doesn't preclude conversations or informal influence. That's not a dilemma — that's reality."[9]

Foundation Highlights

Other significant developments in the foundation world during 1989 included:

- Pleas that foundation officials increase the effectiveness of their grants by adopting changes in policy and operations. Speaking at the tenth anniversary of the New York Regional Association of Grantmakers in November, David Garcia, chairperson of the Community Service Society, a leading social service organization, recommended: moving from one-year to three-or five-year grants; recruiting more people of color in decision-

making positions; making wider use of interns, and placing program officers into the field to learn about grantees' day-to-day problems; availing themselves of trend analysis and human needs forecasting through the year 2025; facilitating more public discourse on the needs of nonprofits; promoting greater leadership development among the poor; and sponsoring a working group to recommend changes in the tax code.

- Growing collaboration among foundations, and between themselves and nonprofit organizations, citizen groups and government "in new and imaginative ways," according to the Council on Foundation's annual report. Activities in this area include "forming and joining regional associations at a record pace"; attending meet-the-grantmaker sessions to "form new links with grantseekers"; and utilizing affinity groups.[10]

- Recommendations for a major overhaul of the U.S. social welfare system by the Ford Foundation. After deliberating for three years, a panel of business, labor, academic, civil rights and civic leaders convened by the foundation issued a blueprint calling for a top-to-bottom restructuring of welfare policies and programs, including funding. Among the recommendations: a national commitment to prenatal care for all pregnant women; federal funding of day care for families at the poverty level; complete taxation of Social Security benefits "in excess of lifetime contributions."[11]

- Renewed interest by grantmakers in funding pre-collegiate public education, comparable to the growing attention by corporate donors to elementary and secondary schools. Key areas include school reform and restructuring, and improving math and science instruction. The fourth annual conference of Grantmakers for Children & Youth (GCY), a coalition of funders, explored, among other issues, "strategies for bringing schools and communities into a closer, more productive relationship," according to a GCY newsletter.

- Evidence of a resurgence in the creation of foundations throughout the 1980's, following a sharp decline in the 1970's. The Foundation Center reported that, of the 6,615 foundations making grants sufficient to be included in the bellweather *Foundation Directory*'s 12th edition (released in 1989), 1,095 were established in the 1980's, compared to only 790 in the 1970's.[12]

- Efforts by the Council on Foundations to increase pluralism in grantmaking by broadening the nation's giving base, especially among people of color.

- Shifts in general policy at the Lilly Endowment. These include a long-range focus on the needs of youth, and greater emphasis on low-income housing.

- Celebration of the 150th birthday of John D. Rockefeller, progenitor of the family that established the Rockefeller Foundation and several family foundations. At a convocation at the family's Pocantico Hills, New York, estate, Peter C. Goldmark, President of the Rockefeller Foundation, urged the formation of more foundations around the world.

- Data showing a significant growth of foundation support for programs dealing with alcohol and drug abuse. While the proportion of overall foundation grants in substance abuse remains limited, from 1980 to 1987 (the latest year for which data is available), the number of funders in this area grew almost 78 percent, and the dollar amount of grants grew from $4 million to $26 million, according to a 1989 survey of representative foundations. Intervention projects, such as treatment facilities, receive the largest share of funding, but prevention has become the fastest growing focus.[13]

- Criticism that foundation resources "have not kept pace with the condition of women's lives," from a 1989 report by Women and Foundations/Corporate Philanthropy, an advocacy group of foundation program officers and trustees. One example: women and children account for 75 percent of the nation's 32 million poor, but foundation funding for women and girls grew only one and a half percent from 1981 to 1987, as a share of all foundation funding.[14]

- The tenth anniversary of the Funding Exchange (FEX), a service organization representing 15 foundations oriented towards social change community groups and liberal/progressive causes. Under the motto "Change, not charity," member foundations provide grants to groups seeking "a more equitable distribution of wealth, resources and power," according to a spokesperson. Unlike policy in traditional foundations, grant-making decisions among FEX members are made by boards of activists in the communities served. The New York-based FEX also announced a $15 million endowment campaign.[15]

- Hiring of the first executive director of the Surdna Foundation, among the top 50 grantmakers by assets, in 72 years: Edward Skloot, a former management consultant. The foundation's areas of interest are primarily medicine and education.[16]

Table 14: Grants and Assets of Surveyed Foundations, 1988-1989

Foundation	Grants 1989	Grants 1988	Percent Diff.	Assets 1989	Assets 1988	Percent Diff
Achelis Foundation	$ 770,000	$ 715,000	7.69%	$ 20,742,000	$ 17,127,220	21.11%
Ahmanson Foundation	20,150,353	13,794,543	46.07%	437,577,840	386,111,309	13.33%
Alcoa Foundation	11,403,961	10,759,664	5.99%	250,000,000	228,000,000	9.65%
Altman Foundation	4,034,725	4,678,725	-13.76%	113,567,965	99,550,168	14.08%
Anderson Foundation, Hugh J.	1,525,832	1,531,852	-0.39%	28,013,201	26,069,986	7.45%
Ann Arbor Area Foundation	106,553	126,321	-15.65%	3,800,844	2,384,825	59.38%
Anschutz Family Foundation	520,300	606,900	-14.27%	6,763,324	6,516,392	3.79%
Arizona Community Foundation	2,060,000	961,418	114.27%	22,902,237	19,527,492	17.28%
Astor Foundation, Vincent	2,600,500	1,230,500	111.34%	22,205,500	23,606,449	-5.93%
Babcock Foundation, Mary Reynolds	3,000,000	3,000,000	0.00%	62,000,000	51,000,000	21.57%
Baton Rouge Area Foundation	442,572	263,743	67.80%	6,900,000	5,900,000	16.95%
Bayrd Foundation, Adelaide Breed	256,500	244,900	4.74%	1,549,523	1,529,583	1.30%
Beckley Area Foundation Inc.	110,968	83,760	32.48%	2,697,461	1,865,590	44.59%
Beckman Foundation, Arnold & Mable	19,343,123	47,667,298	-59.42%	179,263,236	125,224,747	43.15%
Benedum Foundation, Claude Worthington	7,634,875	7,056,551	8.20%	162,546,000	147,086,607	10.51%
Biddle Foundation, Mary Duke	660,972	612,572	7.90%	15,693,318	13,829,480	13.48%
Bingham Foundation, William	1,202,860	1,053,565	14.17%	25,779,000	22,096,000	16.67%
Blandin Foundation, Charles K.	6,823,293	7,933,670	-14.00%	179,095,227	156,702,492	14.29%
Bodman Foundation	2,255,000	1,985,000	13.60%	36,320,000	31,727,138	14.48%
Boehm Foundation (The)	588,934	568,737	3.55%	1,886,297	1,806,592	4.41%
Boettcher Foundation	5,252,000	4,886,000	7.49%	114,142,000	98,785,000	15.55%
Boston Foundation Inc.	12,966,006	12,094,964	7.20%	224,313,974	197,964,481	13.31%

Bothin Foundation (The)	657,128	644,382	1.98%	17,115,907	14,581,698	17.38%
Bowne Foundation Inc., Robert	379,750	389,000	–2.38%	7,128,076	6,506,651	9.55%
Bradley Foundation Inc., Lynde & Harry	20,565,550	23,105,133	–10.99%	375,854,838	342,370,375	9.78%
Bremer Foundation, Otto	4,901,150	3,202,986	53.02%	80,443,185	70,780,056	13.65%
Bridegport Area Foundation Inc.	588,366	520,539	13.03%	8,277,315	7,050,840	17.39%
Broadhurst Foundation	273,897	232,451	17.83%	4,233,027	4,268,176	–0.82%
Brown Charitable Trust, Dora Maclellan	793,825	671,240	18.26%	10,562,381	9,901,360	6.68%
Buck Foundation, Carol Franc	223,280	210,780	5.93%	7,011,225	5,357,757	30.86%
Buhl Foundation	1,858,608	985,023	88.69%	36,965,038	34,583,787	6.89%
Burden Foundation, Florence V.	635,193	366,736	73.20%	12,680,919	11,867,369	6.86%
Burkitt Foundation (The)	159,850	148,050	7.97%	8,879,368	8,592,864	3.33%
Bush Foundation	17,387,493	13,371,167	30.04%	417,968,000	360,476,000	15.95%
Bynner Foundation for Poetry Inc., Witter	57,597	57,275	0.56%	2,313,046	1,823,266	26.86%
California Community Foundation	8,686,382	6,661,881	30.39%	90,499,506	78,183,806	15.75%
Callaway Foundation Inc.	7,239,308	6,024,098	20.17%	145,416,275	136,251,210	6.73%
Carnegie Corporation of New York	43,981,297	36,789,704	19.55%	905,106,313	803,404,682	12.66%
Carter Foundation, Amon G.	8,532,133	7,663,222	11.34%	184,753,824	170,035,365	8.66%
Cary Charitable Trust, Mary Flagler	6,359,191	6,538,874	–2.75%	108,730,334	103,146,181	5.41%
Central New York Community Foundation Inc.	2,847,444	1,918,394	48.43%	13,880,495	13,667,747	1.56%
Champlin Foundations	12,677,323	11,297,639	12.21%	243,494,696	209,907,639	16.00%
Chautauqua Region Community Foundation Inc.	618,720	561,371	10.22%	11,038,731	7,954,455	38.77%
Chicago Community Trust	26,210,194	22,004,515	19.11%	288,445,600	249,694,400	15.52%
Chicago Resource Center	1,035,191	1,332,369	–22.30%	17,750	36,000	–50.69%
Clark Foundation, Edna McConnell	19,500,000	18,500,000	5.41%	414,000,000	372,000,000	11.29%

(Continued)

Table 14: Grants and Assets of Surveyed Foundations, 1988-1989 *(Continued)*

Foundation	Grants 1989	Grants 1988	Percent Diff.	Assets 1989	Assets 1988	Percent Diff.
Clark Foundation Inc., Robert Sterling	2,003,800	1,480,400	35.36%	50,462,363	46,507,253	8.50%
Cleveland Foundation	24,600,000	22,200,000	10.81%	585,000,000	495,000,000	18.18%
Close Foundation Inc.	502,496	391,340	28.40%	9,545,094	9,138,244	4.45%
Colorado Trust	8,026,412	7,811,146	2.76%	229,150,659	148,958,567	53.84%
Columbia Foundation	1,335,553	935,491	42.76%	32,745,444	28,631,776	14.37%
Columbus Foundation (The)	12,880,000	10,271,194	25.40%	155,000,000	134,795,742	14.99%
Commonwealth Fund	11,092,738	8,458,322	31.15%	324,822,426	283,870,000	14.43%
Community Foundation for Southeastern Michigan	2,038,420	1,447,296	40.84%	22,049,095	17,366,382	26.96%
Community Foundation of Metro Tarrant County	674,229	664,749	1.43%	18,980,205	16,008,708	18.56%
Communities Foundation of Texas Inc.	21,462,209	44,123,835	–51.36%	146,226,029	132,572,309	10.30%
Cowell Foundation, S.H.	10,407,136	8,092,754	28.60%	106,000,000	100,000,000	6.00%
Crystal Trust	2,396,000	2,247,000	6.63%	60,400,000	46,300,000	30.45%
Cudahy Fund, Patrick & Anna M.	1,097,607	1,078,277	1.79%	19,461,159	17,558,175	10.84%
Cummings Foundation Inc., James H.	608,756	652,480	–6.70%	12,410,171	12,538,298	–1.02%
Dade Community Foundation	1,308,939	2,377,390	–44.94%	15,000,000	12,324,081	21.71%
Dana Foundation Inc., Charles A.	7,700,000	9,600,000	–19.79%	185,000,000	160,700,000	15.12%
Danforth Foundation	5,607,073	12,481,471	–55.08%	150,378,296	132,573,632	13.43%
Davis Foundation, Arthur Vining	4,355,000	4,596,000	–5.24%	114,003,000	96,954,000	17.58%
Dayton Foundation	3,000,000	2,298,078	30.54%	30,000,000	24,517,381	22.36%
DeFrees Family Foundation Inc.	120,900	158,000	–23.48%	3,471,442	3,440,247	0.91%
Denver Foundation	1,516,282	1,049,300	44.50%	21,617,470	20,254,930	6.73%
Diamond Foundation Inc., Aaron (The)	20,038,449	18,685,255	7.24%	111,480,275	118,345,979	–5.80%

Donner Foundation Inc., William H.	2,436,394	2,146,409	13.51%	41,310,435	39,728,952	3.98%
Dreyfus Foundation Inc., Camille & Henry	1,140,736	1,859,905	–38.67%	53,634,952	44,106,802	21.60%
Duke Endowment	45,940,739	43,193,502	6.36%	990,835,850	827,450,271	19.75%
duPont Religious, Charitable & Educational Fund, Jessie Ball	5,058,719	4,913,928	2.95%	138,999,343	122,783,073	13.21%
Edwards Foundation Inc., O.P. & W.E.	269,950	306,953	–12.05%	2,948,947	2,999,384	–1.68%
El Paso Community Foundation	2,248,308	1,549,301	45.12%	11,581,857	11,000,910	5.28%
El Pomar Foundation	10,131,717	12,748,742	–20.53%	250,000,000	223,443,269	11.89%
Evans Foundation Inc., Lettie Pate	13,096,722	12,990,104	0.82%	454,413,835	296,681,508	53.17%
Flinn Foundation (The)	4,595,753	4,699,446	–2.21%	101,650,683	106,812,037	–4.83%
Ford Foundation	211,010,217	178,136,980	18.45%	5,832,426,000	5,037,728,000	15.77%
Ford Foundation, Edward E. (The)	2,208,289	2,283,314	–3.29%	47,078,815	44,540,248	5.70%
Foundation for Child Development	1,434,547	1,175,893	??.00%	47,920,277	45,770,814	4.70%
Foundation for the Carolinas	9,853,730	5,052,204	95.04%	52,000,600	35,772,780	45.36%
Francis Families Foundation	2,600,000	2,800,000	–7.14%	63,000,000	56,861,062	10.80%
Frear Eleemosynary Trust, Mary D. & Walter F.	801,006	439,325	82.33%	11,184,505	100,007,525	–88.82%
Fremont Area Foundation	1,191,054	1,124,768	5.89%	51,722,988	33,238,410	55.61%
Frost Foundation Ltd.	1,181,865	1,279,015	–7.60%	20,185,043	18,577,067	8.66%
Fry Foundation, Lloyd A.	2,651,460	2,179,000	21.68%	64,436,319	57,602,404	11.86%
Fund for the City of New York	307,441	299,200	2.75%	6,181,433	4,091,300	51.09%
Gamble & P.W. Skogmo Foundation, B.C.	1,694,161	1,420,675	19.25%	19,425,462	19,455,272	–0.15%
Gates Foundation	4,071,537	3,911,087	4.10%	103,439,464	90,800,000	13.92%
Gaylord Foundation, Catherine Manley	275,800	261,800	5.35%	4,521,725	4,302,749	5.09%
Gellert Foundation, Carl (The)	642,990	637,300	0.89%	7,338,497	7,364,654	–0.36%

(Continued)

Table 14: Grants and Assets of Surveyed Foundations, 1988-1989 *(Continued)*

Foundation	Grants 1989	Grants 1988	Percent Diff.	Assets 1989	Assets 1988	Percent Diff.
General Service Foundation	1,183,000	1,111,750	6.41%	26,496,410	21,675,097	22.24%
Gerbode Foundation, Wallace Alexander	2,143,465	1,817,175	17.96%	47,900,000	40,929,165	17.03%
Gerstacker Foundation, Rollin M.	5,394,707	1,491,233	261.76%	86,325,247	75,618,710	14.16%
Getty Grant Program[2]	7,800,000	7,850,000	–0.64%	4,140,000,000	3,982,000,000	3.97%
Goldman Fund, Richard & Rhode	773,183	554,493	39.44%	5,684,769	5,765,928	–1.41%
Graham Fund, Philip L.	2,828,000	2,816,000	0.43%	65,610,000	57,694,000	13.72%
Grand Rapids Foundation	2,566,899	1,613,467	59.09%	43,366,187	36,347,801	19.31%
Grant Foundation, William T.	5,749,523	5,877,004	–2.17%	154,300,000	130,800,000	17.97%
Greater Worcester Community Foundation Inc.	1,419,500	958,200	48.14%	22,122,900	20,553,500	7.64%
Green Foundation, Allen P. & Josephine	556,800	500,600	11.23%	11,059,835	9,356,917	18.20%
Greenwall Foundation	2,039,315	2,578,956	–20.92%	50,580,670	48,197,059	4.95%
Griggs & Mary Griggs Burke Foundation, Mary Livingston	734,250	764,740	–3.99%	15,177,431	16,257,116	–6.64%
Grotto Foundation Inc.	379,419	275,962	37.49%	4,638,449	4,399,285	5.44%
Guggenheim Memorial Foundation, John Simon	6,541,256	6,900,400	–5.20%	131,602,000	119,365,000	10.25%
Gund Foundation, George	12,157,438	10,277,060	18.30%	296,852,000	277,027,000	7.16%
Haas, Jr. Fund, Evelyn and Walter	1,753,490	1,331,638	31.68%	30,441,675	28,642,849	6.28%
Haas Foundation, Paul & Mary	379,871	509,692	–25.47%	1,684,581	891,300	89.00%
Hall Family Foundation	5,026,197	10,941,778	–54.06%	299,449,000	237,323,801	26.18%
Hancock Foundation, Luke B.	942,804	874,010	7.87%	20,246,044	18,600,685	8.85%
Harris Foundation (The)	1,666,077	1,513,723	10.06%	21,456,000	20,023,000	7.16%
Hartford Courant Foundation Inc.	614,850	564,613	8.90%	10,406,543	4,645,934	123.99%
Hartford Foundation Inc., John A.	7,750,399	6,555,547	18.23%	261,298,254	224,136,158	16.58%

Hayden Foundation, Charles	6,370,078	6,331,889	0.60%	155,023,568	132,251,468	17.22%
Haynes & Dora Haynes Foundation, John Randolph	1,556,246	1,825,947	−14.77%	36,225,707	31,102,857	16.47%
Hearst Foundation Inc. (The)	5,571,000	5,157,000	8.03%	139,000,000	118,442,455	17.36%
Hearst Foundation, William Randolph	11,247,200	10,576,150	6.34%	304,000,000	260,702,741	16.61%
Hewlett Foundation, William & Flora	36,947,733	31,925,422	15.73%	687,665,000	622,042,000	10.55%
Hillman Foundation Inc.	2,964,100	2,242,875	32.16%	44,590,452	42,898,200	3.94%
Hitachi Foundation (The)	1,767,225	1,005,966	75.67%	24,000,000	23,183,008	3.52%
Hoblitzelle Foundation	3,289,518	3,997,900	−17.72%	69,041,644	66,345,789	4.06%
Hormel Testamentary Trust, George A.	68,000	83,930	−18.98%	1,235,495	1,196,937	3.22%
Hudson-Webber Foundation	3,688,251	3,394,387	8.66%	84,753,315	74,787,528	13.33%
Howe Memorial Foundation, Emma B. (The)	1,336,360	1,676,631	−20.29%	30,668,565	27,758,304	10.48%
Hoyt Foundation, Stewart W. & Willma C.	480,887	589,434	−18.42%	12,213,339	11,100,627	10.02%
Humboldt Area Foundation	562,914	471,644	19.35%	9,922,134	8,483,901	16.95%
Hunter Trust Inc., A.V.	909,877	610,185	49.11%	25,600,000	21,889,733	16.95%
Hyde & Watson Foundation	2,349,270	2,189,260	7.31%	50,646,000	48,649,000	4.10%
Indianapolis Foundation	2,967,065	2,406,427	23.30%	61,026,115	54,381,934	12.22%
Irvine Foundation, James	20,486,708	19,440,661	5.38%	540,023,971	453,996,004	18.95%
Irwin-Sweeney-Miller Foundation	673,726	1,052,161	−35.97%	1,653,000	825,995	100.12%
Ittleson Foundation Inc.	842,000	1,089,000	−22.68%	17,371,000	15,363,000	13.07%
J.M. Foundation	2,307,385	2,814,155	−18.01%	25,404,286	23,946,130	6.09%
Janesville Foundation	466,230	528,129	−11.72%	8,304,000	7,467,000	11.21%
Jerome Foundation	1,627,968	1,574,459	3.40%	35,366,938	32,920,614	7.43%
Jewett Foundation, George Frederick	961,035	797,882	20.45%	16,451,547	16,444,821	0.04%
Johnson Foundation, Robert Wood	98,600,000	103,800,000	−5.01%	2,608,347,000	2,054,534,000	26.96%

(Continued)

Table 14: Grants and Assets of Surveyed Foundations, 1988-1989 *(Continued)*

Foundation	Grants 1989	Grants 1988	Percent Diff.	Assets 1989	Assets 1988	Percent Diff.
Joyce Foundation	12,816,299	12,365,531	3.65%	345,000,000	288,677,963	19.51%
Kaiser Family Foundation, Henry J.	13,461,304	14,275,273	–5.70%	403,120,000	373,847,507	7.83%
Kaplan Fund Inc., J.M.	6,908,000	6,147,000	12.38%	84,000,000	78,000,000	7.69%
Keck Foundation, W.M.	35,286,000	34,015,500	3.74%	764,433,113	679,896,348	12.43%
Kellogg Foundation, W.K.	106,948,094	107,106,934	–0.15%	4,201,240,259	3,162,546,321	32.84%
Kemper Foundation, James S.	626,398	644,365	–2.79%	23,450,100	17,463,100	34.28%
Kempner Fund, Harris & Eliza	877,038	777,076	12.86%	17,837,076	16,514,116	8.01%
Kerr Foundation Inc., Robert S. & Grayce B.	679,826	899,037	–24.38%	20,433,169	18,400,000	11.05%
Kiewit Foundation, Peter	7,491,656	9,154,165	–64.75%	215,041,986	182,188,438	18.03%
Knight Foundation	16,711,919	19,488,458	–14.25%	581,091,000	482,317,000	20.48%
Koret Foundation	11,012,929	7,827,653	40.69%	174,405,559	166,019,507	5.05%
Kresge Foundation[3]	55,645,000	53,080,000	4.83%	1,261,100,053	1,097,329,727	14.92%
Kress Foundation, Samuel H.	2,056,780	2,000,190	2.83%	59,874,015	53,558,641	11.79%
Lilly Endowment	93,000,000	79,000,000	17.72%	3,357,746,475	2,141,490,142	56.79%
Loyola Foundation Inc.	1,327,003	1,195,253	11.02%	6,645,138	6,488,886	2.41%
Luce Foundation, Henry	19,601,000	13,614,000	43.98%	419,268,000	350,228,000	19.71%
Lux Foundation, Miranda	208,523	168,073	24.07%	3,797,393	3,667,380	3.55%
Lyndhurst Foundation	5,674,065	11,139,511	–49.06%	108,607,221	109,699,680	–1.00%
Mabee Foundation Inc., J.E. & L.E.	18,664,903	13,047,900	43.05%	494,281,654	455,194,780	8.59%
MacArthur Foundation, J. Roderick	2,293,854	3,536,821	–35.14%	27,000,000	25,500,000	5.88%
MacArthur Foundation, John & Mary	118,639,000	103,600,000	14.52%	3,242,995,000	2,837,253,000	14.30%
Macy Jr. Foundation, Josiah	3,815,126	3,021,586	26.26%	94,208,533	87,836,555	7.25%

Mahadh Foundation	2,468,731	1,129,359	118.60%	7,232,291	7,064,390	2.38%
Marbrook Foundation	260,000	250,000	4.00%	6,420,833	5,149,186	24.70%
Margoes Foundation	151,327	90,248	67.68%	2,577,167	1,921,046	34.15%
Marin Community Foundation	23,700,000	23,300,000	1.72%	456,453,145	426,438,107	7.04%
Markey Charitable Trust, Lucille P.	43,115,626	37,647,475	14.52%	215,460,532	132,863,949	62.17%
McCormick Charitable Trust, Robert R.	19,800,000	16,300,000	21.47%	630,500,000	522,100,000	20.76%
McCune Foundation	13,364,994	10,158,285	31.57%	251,109,513	217,002,508	15.72%
McDonnell Foundation, James S.	12,035,472	11,970,199	0.55%	103,523,741	117,932,754	–12.22%
McInerny Foundation	1,584,981	1,492,689	6.18%	30,068,502	26,761,709	12.36%
McKnight Foundation	33,519,923	31,779,000	5.48%	917,641,548	793,402,592	15.66%
Meadows Foundation	18,608,011	14,892,527	24.95%	476,217,532	430,217,280	10.69%
Mellon Foundation, Andrew W.	75,501,129	59,794,884	26.27%	1,831,682,000	1,558,113,000	17.56%
Memphis-Plough Community Foundation	2,640,882	2,851,607	–7.39%	20,632,526	19,268,702	7.08%
Mertz-Gilmore Foundation, Joyce	4,917,805	3,328,150	47.76%	40,700,000	35,000,000	16.29%
Metropolitan Atlanta Community Foundation	5,191,271	6,477,246	–19.85%	81,033,448	67,948,937	19.26%
Meyer Foundation, Eugene & Agnes E.	1,958,468	1,948,157	0.53%	53,250,047	47,370,534	12.41%
Meyer Charitable Trust, Fred	13,494,364	11,279,451	19.64%	285,078,000	247,400,000	15.23%
Milbank Memorial Trust	251,414	454,925	–44.74%	41,319,638	34,289,658	20.50%
Milwaukee Foundation	4,177,000	4,255,000	–1.83%	83,000,000	71,000,000	16.90%
Minneapolis Foundation	9,096,654	8,663,489	5.00%	112,720,434	106,617,232	5.72%
Mott Foundation, Charles Stewart	43,795,989	23,823,458	83.84%	961,805,704	838,815,760	14.66%
Murdock Charitable Trust, M.J.	11,940,078	11,564,452	3.25%	220,500,000	199,791,849	10.36%
Muskegon County Community Foundation Inc.[4]	610,350	932,000	–34.51%	18,437,000	15,220,000	21.14%
Needmor Fund	3,100,000	1,500,000	106.67%	12,800,000	5,700,000	124.56%

(Continued)

Table 14: Grants and Assets of Surveyed Foundations, 1988-1989 *(Continued)*

Foundation	Grants 1989	Grants 1988	Percent Diff.	Assets 1989	Assets 1988	Percent Diff.
New Hampshire Charitable Fund	3,436,741	3,022,229	13.72%	49,456,627	39,601,937	24.88%
New Haven Foundation (The)	4,900,000	3,800,000	28.95%	92,000,000	80,000,000	15.00%
New York Community Trust	46,719,891	41,071,658	13.75%	750,000,000	634,900,000	18.13%
New York Foundation	2,328,332	2,414,407	-3.57%	50,264,000	43,790,000	14.78%
Noble Foundation Inc., Samuel Roberts	5,041,135	7,746,729	-34.93%	345,178,786	318,315,572	8.44%
Nord Family Foundation (The)	1,825,274	2,256,191	-19.10%	56,500,000	50,700,000	11.44%
Norfolk Foundation (The)	1,509,777	1,291,936	16.86%	30,504,913	26,815,406	13.76%
Old Stone Bank Educational Foundation	392,259	352,816	11.18%	308,849	379,014	-18.51%
Olin Foundation Inc., F.W.	9,290,658	7,017,700	32.39%	263,959,853	230,031,137	14.75%
Olin Foundation Inc., John M.	14,995,207	14,383,741	4.25%	92,291,779	78,500,107	17.57%
Oppenstein Brothers Foundation	1,015,000	877,132	15.72%	16,350,000	15,429,211	5.97%
Ordean Foundation	893,797	1,026,311	-12.91%	22,404,000	22,447,000	-0.19%
Oregon Community Foundation	4,500,000	5,770,000	-22.01%	50,000,000	40,800,000	22.55%
Packard Foundation, David and Lucile	27,675,502	10,733,594	157.84%	245,887,758	149,981,918	63.94%
Pardee Foundation, Elsa U.	2,853,447	2,624,892	8.71%	72,257,539	61,688,539	17.13%
Parsons Foundation, Ralph M.	5,948,203	6,312,164	-5.77%	162,153,833	136,059,544	19.18%
Pasadena Foundation	481,896	441,712	9.10%	3,975,277	3,524,138	12.80%
Penn Foundation, William	25,418,000	23,122,000	9.93%	470,443,000	466,688,000	0.80%
Penney Foundation Inc., James C.	460,513	461,500	-0.21%	5,693,459	4,893,457	16.35%
Pew Charitable Trust	135,035,066	136,964,383	-1.41%	3,321,890,529	2,519,746,836	31.83%
Philadelphia Foundation	4,680,428	4,352,223	7.54%	61,386,143	59,642,268	2.92%
Peninsula Community Foundation	2,330,000	1,384,203	68.33%	41,850,000	16,767,979	149.58%

Piton Foundation	1,647,198	1,881,256	–12.44%	408,850	505,432	–19.11%
Public Welfare Foundation Inc.	11,246,900	10,181,200	10.47%	236,686,202	224,502,695	5.43%
Raskob Foundation for Catholic Activities Inc.	3,572,594	3,212,186	11.22%	64,787,954	60,674,162	6.78%
Research Corporation	3,172,274	2,274,006	39.50%	82,412,230	75,325,965	9.41%
Retirement Research Foundation	4,154,722	4,113,000	1.01%	115,713,942	103,355,921	11.96%
Reynolds Charitable Trust, Kate B.	12,628,181	4,660,374	170.97%	262,596,647	129,023,119	103.53%
Reynolds Foundation, Z. Smith	7,377,004	7,593,579	–2.85%	220,214,158	192,067,565	14.65%
Richardson Foundation, Sid W.	6,307,248	10,284,953	–38.67%	249,876,991	213,719,547	16.92%
Richardson Foundation Inc., Smith	13,905,693	8,600,916	61.68%	244,043,853	229,848,722	6.18%
Rippel Foundation, Fannie E.	2,420,064	3,473,256	–30.32%	57,409,731	56,151,120	2.24%
Rockefeller Brothers Fund	8,451,295	7,982,544	5.87%	286,551,000	242,120,725	18.35%
Rockefeller Family Fund Inc.	2,050,611	2,080,337	–1.43%	32,982,225	30,530,537	8.03%
Rockefeller Foundation	65,634,454	58,933,790	11.37%	2,152,247,157	1,845,470,488	16.62%
Rockefeller Foundation, Winthrop	1,989,425	3,044,494	–34.65%	51,870,769	41,227,378	25.82%
Rosenberg Foundation	994,978	1,523,970	–34.71%	33,000,000	29,000,000	13.79%
Sage Foundation, Russell	1,267,776	961,112	31.91%	108,938,032	96,398,172	13.01%
Russell Testamentary Trust, Sophie	70,287	59,000	19.13%	1,429,113	1,368,560	4.42%
Samuels Foundation Inc., Fan Fox & Leslie R.	3,984,512	4,334,194	–8.07%	98,303,982	88,802,175	10.70%
San Antonio Area Foundation	1,579,340	1,308,944	20.66%	17,700,929	15,199,533	16.46%
San Francisco Foundation	10,949,289	9,886,446	10.75%	193,526,511	164,144,398	17.90%
Scaife Foundation, Sarah	8,304,000	7,755,800	7.07%	202,936,000	183,738,158	10.45%
Scherman Foundation	3,519,900	2,679,800	31.35%	61,216,000	52,609,000	16.36%
Schmidlapp Fund, Charlotte R.	810,930	784,916	3.31%	16,428,887	14,080,504	16.68%
Schmidlapp Trust No. 1, Jacob G.	1,459,760	1,090,330	33.88%	32,989,226	28,498,031	15.76%

(Continued)

Table 14: Grants and Assets of Surveyed Foundations, 1988-1989 *(Continued)*

Foundation	Grants 1989	Grants 1988	Percent Diff.	Assets 1989	Assets 1988	Percent Diff.
Schmidlapp Trust No. 2, Jacob G.	125,942	70,000	79.92%	2,517,187	2,332,228	7.93%
Dr. Scholl Foundation	7,551,300	6,433,350	17.38%	123,247,118	105,460,589	16.87%
Schumann Foundation, Florence & John	3,314,038	2,794,185	18.60%	61,700,000	53,200,000	15.98%
Self Foundation	1,032,817	994,720	3.83%	25,058,501	22,455,914	11.59%
Shaw Foundation, Gardiner Howland	359,800	328,700	9.46%	9,934,657	9,161,110	8.44%
Shubert Foundation Inc.	2,932,000	2,767,000	5.96%	110,493,000	106,270,000	3.97%
Siebert Lutheran Foundation Inc.	2,205,987	2,236,134	–1.35%	52,722,586	45,314,133	16.35%
Skillman Foundation	11,270,041	10,958,840	2.84%	243,785,298	298,832,862	–18.42%
Sloan Foundation, Alfred P.	17,227,448	25,003,190	–31.10%	622,000,000	541,886,017	14.78%
Snow Foundation Inc., John Ben	162,095	152,800	6.08%	4,015,631	3,835,196	4.70%
Speas Foundation, Victor E.	1,262,000	1,057,000	19.39%	20,807,000	18,955,000	9.77%
Spencer Foundation-John Hancock Center	10,678,327	7,109,811	50.19%	224,677,813	216,191,338	3.93%
Stern Family Foundation, Alex	343,323	338,593	1.40%	7,069,913	6,825,398	3.58%
Strong Foundation, Hattie M.	778,480	771,635	0.89%	16,166,117	14,940,965	8.20%
Stuart Foundation, Elbridge	7,558,268	7,090,090	6.60%	179,000,000	160,000,000	11.88%
Tait Foundation, Frank M.	230,614	215,785	6.87%	4,581,094	4,183,415	9.51%
Tandy Foundation, Anne Burnett & Charles	6,837,818	10,372,757	–34.08%	180,344,372	173,397,180	4.01%
Teagle Foundation Inc.	2,407,000	2,581,000	–6.74%	86,371,000	74,320,000	16.22%
Thrasher Research Fund	2,204,230	1,993,753	10.56%	25,763,996	24,387,278	5.65%
Tinker Foundation	2,303,200	1,985,800	15.98%	53,346,549	48,721,972	9.49%
Town Creek Foundation Inc.	1,056,000	1,007,000	4.87%	21,512,321	19,127,625	12.47%
Towsley Foundation, Harry A. & Margaret D.	1,310,649	1,257,963	4.19%	47,363,157	38,771,730	22.16%

Trust Funds Inc.	225,866	217,730	3.74%	3,805,095	3,709,700	2.57%
Tucker Charitable Trust, Rose E.	659,040	587,605	12.16%	14,354,120	13,350,953	7.51%
Tweed Tuohy Foundation, Alice	391,165	524,899	–25.48%	11,651,482	11,211,097	3.93%
Van Loben Sels Charitable Foundation, Ernst D.	519,627	433,750	19.80%	10,287,064	8,678,274	18.54%
Victoria Foundation Inc.	3,754,819	3,483,842	7.78%	100,000,000	78,000,000	28.21%
Virginia Environmental Endowment	807,068	1,099,054	–26.57%	15,902,010	15,875,002	0.17%
Wasie Foundation	207,923	362,516	–42.64%	12,003,221	11,450,878	4.82%
Weingart Foundation	18,136,124	17,121,520	5.93%	404,198,697	377,131,937	7.18%
Welch Foundation, Robert A.	12,472,945	12,050,356	3.51%	270,041,155	231,463,272	16.67%
Whitaker Foundation (The)	12,804,570	10,527,861	21.63%	164,165,489	155,250,423	5.74%
White Charitable Trust, Thomas H.	511,962	580,000	–11.73%	11,731,411	10,372,685	13.10%
Whitehall Foundation Inc.	1,762,953	1,705,305	3.38%	42,180,382	35,182,557	19.89%
Whitehead Foundation, Joseph B.	9,489,695	9,920,000	–4.34%	310,191,188	206,458,305	50.24%
Wieboldt Foundation	559,075	552,515	1.19%	15,210,845	13,075,843	16.33%
Wilcox Trust, G.N.	804,377	736,250	9.25%	13,181,645	11,963,915	10.18%
Winston-Salem Foundation	4,500,000	3,900,000	15.38%	57,000,000	48,900,000	16.56%
Woodruff Foundation Inc., Robert W.	8,731,763	3,875,110	125.33%	755,690,077	194,484,345	288.56%
Woods Charitable Fund Inc.	2,285,807	2,473,799	–7.60%	43,9[illegible]3,716	38,644,485	13.73%
Wyomissing Foundation Inc.	438,750	469,300	–6.51%	14,006,327	12,572,440	11.41%

Notes: Some figures are unaudited estimates. Grants represent money actually paid, not merely authorized.

1. Grants from Fund for City of New York are from Fund's grants program only.
2. Assets apply to Getty Trust, not merely to Getty Grant Programs.
3. Authorized grants from Kresge Foundation in 1989: $57,533,000; $52,380,000 in 1988.
4. 1989 data for Muskegon County Community Foundation reflects a 9-month period.

Table 15: Grantmaking Foundations* by State ($000)

State	Number of Foundations	Assets	Total Grants
Alabama	269	$ 289,279	$ 19,551
Alaska	22	7,770	1,120
Arizona	201	449,166	25,240
Arkansas	143	272,598	27,088
California	2,386	15,139,963	807,138
Colorado	349	1,180,872	76,815
Connecticut	754	1,955,509	165,400
Delaware	139	776,847	38,472
District of Columbia	259	1,400,967	88,205
Florida	1,210	2,057,688	161,847
Georgia	534	1,702,564	101,817
Hawaii	111	263,641	17,320
Idaho	57	53,775	4,245
Illinois	2,045	7,487,376	501,865
Indiana	640	3,260,022	146,468
Iowa	430	472,126	29,313
Kansas	311	330,365	25,434
Kentucky	176	378,972	50,892
Louisiana	226	401,140	21,152
Maine	203	85,192	5,718
Maryland	542	1,387,742	94,060
Massachusetts	1,623	2,632,688	183,349
Michigan	918	8,035,414	423,459
Minnesota	568	3,133,350	222,463
Mississippi	118	91,308	8,074
Missouri	659	1,697,465	173,070
Montana	81	60,070	3,585
Nebraska	219	390,070	41,832
Nevada	62	219,636	11,090
New Hampshire	205	280,311	16,030
New Jersey	936	3,915,148	276,344
New Mexico	58	139,399	4,639
New York	5,408	31,031,626	1,676,138

(Continued)

Table 15: Grantmaking Foundations* by State *(Continued)*

State	Number of Foundations	Assets	Total Grants
North Carolina	541	2,467,156	140,808
North Dakota	52	30,719	3,193
Ohio	1,408	4,430,900	296,217
Oklahoma	260	1,720,451	72,538
Oregon	251	559,539	38,169
Pennsylvania	1,571	8,811,909	524,014
Puerto Rico	3	32,297	1,485
Rhode Island	167	530,976	38,143
South Carolina	214	300,577	20,128
South Dakota	51	15,629	917
Tennessee	323	695,540	52,685
Texas	1,489	7,359,591	477,450
Utah	130	277,063	14,453
Vermont	66	75,375	3,146
Virginia	530	1,437,661	102,546
Washington	461	39,326	62,012
West Virginia	103	174,196	9,740
Wisconsin	793	1,258,712	104,402
Wyoming	54	71,228	3,478

* All foundations: Independent, community, corporate, operating
Source: *National Data Book of Foundations*, 14th Edition, The Foundation Center, 1990, New York.

Table 16: Distribution of Large Gifts from Foundations ($1 Million and Above)

Use	Amount	% of Total	Use	Amount	% of Total
Religion	$ 9,250,000	1.1%	**Arts, Culture & Humanities**	25,980,000	3.2%
Education	598,200,636	72.7%	**Public/Society Benefit**	52,620,000	6.4%
Health	39,010,724	4.7%	**All Other Uses**	49,132,246	6.0%
Human Service	48,427,000	5.9%			
				$822,620,606	100.0%

Large Foundation Gifts

Central Park Conservancy
Central Park
$35,000,000

Robert R. McCormick Charitable Trust
Northwestern U.
$30,000,000

Arnold and Mabel Beckman Foundation
U. of Illinois
$28,000,000

Robert Wood Johnson Foundation
'Fighting Back' program
$26,400,000

Annenberg Foundation
Northwestern U.
$20,000,000

Y and H Soda Foundation
U. of California at Berkeley
$15,000,000

Wayne and Gladys Valley Foundation
U. of California at Berkeley
$15,000,000

W.K. Kellogg Foundation
Industrial Technology Institute
$14,000,000

Lehigh Class Reunion Fund Gifts
Lehigh U.
$13,428,851

Ford Foundation
U. of Pittsburgh
$10,000,000

Pew Memorial Trust
Philadelphia Public/Private Ventures
$8,300,000

Robert R. McCormick Charitable Trust
Illinois Institute
$8,000,000

Skirball Foundation
Hebrew Union College
$8,000,000

Lucille P. Markey Charitable Trust
U. of California at Berkeley
$8,000,000

John D. and Catherine T. MacArthur Foundation
Yale U.
$7,500,000
Five years

Lucille P. Markey Charitable Trust
Duke U.
$7,500,000

Lucille P. Markey Charitable Trust
Johns Hopkins U.
$7,100,000

W. M. Keck Foundation
Scripps College
$6,500,000

Straus Foundation
Bowling Green State U.
$6,000,000

Richard King Mellon Foundation
Carnegie Mellon U.
$6,000,000

Pew Memorial Trust
McDonnell-Pew Program in Cognitive Neuroscience (PA)
$5,500,000

Pew Memorial Trust
University City Science Center (Philadelphia)
$5,500,000

F.W. Olin Foundation
Wofford College
$5,500,000

Henrietta B. and Frederick H. Bugher Foundation
American Heart Association
$5,400,000

W. M. Keck Foundation
KCET — Community Television of Southern California (Los Angeles)
$5,354,000
over three years.

W.M. Keck Foundation
Los Angeles Public Television Station KCET (CA)
$5,300,000

Olin Foundation
Gustavus Adolphus College (MN)
$5,100,000

Lucille P. Markey Charitable Trust
Northwestern U.
$5,000,000

Vira I. Heinz Endowment
Massachusetts Institute of Technology
$5,000,000

John D. and Catherine T. MacArthur Foundation
WTTW (Chicago) and WNET (NY)
$5,000,000

Knight Charitable Trust
U. of Miami
$5,000,000

George and Frances Ball Foundation
Ball State U.
$5,000,000

Brown Foundation
Melin Collection (Houston)
$5,000,000

Pew Charitable Trusts
Gordon-Conwell Theological Seminary
$5,000,000

J. Howard Pew Freedom Trust
Gordon-Conwell Theological Seminary, South Hamilton, Ma
$5,000,000

Annenberg Foundation
Colonial Williamsburg Foundation
$5,000,000

Lilly Endowment
Indiana U.
$5,000,000

Lucille P. Markey Charitable Trust
Rockefeller U.
$5,000,000

Gardner and Florence Call Cowles Foundation
Drake U.
$5,000,000

Harcourt M. and Virginia W. Sylvester Foundation
U. of Miami School of Medicine
$5,000,000

Knight Foundation
MIT
$5,000,000

Peter Kiewit Foundation
Dartmouth College
$4,500,000

GTE Foundation
Connecticut Public Broadcasting System — Discover The World of Science
$4,500,000
over two years

Harold and Elizabeth Derrer Trust Fund
Children's Hospital Foundation (OH)
$4,500,000

Ford Foundation
National Academy of Science
$4,228,250
44 months

M. E. Rinker Sr. Foundation
U. of Florida
$4,000,000

Ford Foundation and the Carnegie Corporation
National Center for Children in Poverty
$4,000,000

Ford Foundation
Ford's Leadership Program for Community Foundations
$3,800,000

Duke Endowment
Duke U.
$3,740,000

W.K. Kellogg Foundation
Partners in the Americas (DC)
$3,700,000

W.K. Kellogg Foundation
U. of Missouri
$3,600,000

Duke Endowment
Duke University Benjamin N. Duke Leadership Fund
$3,520,000

Lucille P. Markey Charitable Trust
Thomas Jefferson U.
$3,500,000

Clare Boothe Luce Fund
St. John's U.
$3,000,000

Clare Boothe Luce Fund
Notre Dame U.
$3,000,000

Henry Luce Foundation
Colby College
$3,000,000

Clare Boothe Luce Fund
Trinity College
$3,000,000

Clare Boothe Luce Fund
Villanova School
$3,000,000

Henry Luce Foundation
Creighton U.
$3,000,000

Henry Luce Foundation
Fordham U.
$3,000,000

Henry Luce Foundation
Boston U.
$3,000,000

Henry Luce Foundation
Villanova Preparatory School
$3,000,000

Clare Boothe Luce Fund
Colby College
$3,000,000

Clare Boothe Luce Fund
Fordham U.
$3,000,000

Henry Luce Foundation
U. of Notre Dame
$3,000,000

Henry Luce Foundation
Trinity College
$3,000,000

Henry Luce Foundation
Seton Hall U.
$3,000,000

Henry Luce Foundation
St. John's U.
$3,000,000

Henry Luce Foundation
Georgetown U.
$3,000,000

Clare Boothe Luce Fund
Boston U.
$3,000,000

Henry Luce Foundation
Mount Holyoke
$3,000,000

Clare Boothe Luce Fund
Creighton U.
$3,000,000

Clare Boothe Luce Fund
Seton Hall U.
$3,000,000

Henry Luce Foundation
Santa Clara U.
$3,000,000

Clare Boothe Luce Fund
Marymount U.
$3,000,000

Clare Boothe Luce Fund
Mount Holyoke
$3,000,000

Clare Boothe Luce Fund
Mundelein College
$3,000,000

Henry Luce Foundation
Mundelein College
$3,000,000

Clare Boothe Luce Fund
Santa Clara U.
$3,000,000

Clare Boothe Luce Fund
Georgetown U.
$3,000,000

Henry Luce Foundation
Marymount College
$3,000,000

Whitaker Foundation
U. of Washington
$3,000,000

Robert Wood Johnson Foundation
Media-Advertising Partnership for a Drug-Free America
$3,000,000

Pew Memorial Trust
U. of Pennsylvania
$3,000,000

L. G. Balfour Foundation
Wheaton College (MA)
$3,000,000

Ford Foundation
Columbia U.
$3,000,000
over 3 years

Whitaker Foundation
Johns Hopkins U. (MD)
$3,000,000

W.M. Keck Foundation
U. of Southern California
$2,900,000

W.K. Kellogg Foundation
California State Polytechnic U.
$2,707,823

Alfred P. Sloan Foundation
Duke U.
$2,560,000

Chicago Community Trust
Northwestern U.
$2,500,000

W.K. Kellogg Foundation
U. of Michigan
$2,500,000

Sherman Fairchild Foundation
Columbia U.
$2,500,000

Ball Brothers Foundation
Ball State U.
$2,500,000

Joseph B. Whitehead Foundation
Emory U.
$2,500,000

The Heritage Foundation
Ronald Reagan Chair in Public Policy
$2,500,000

Exxon Education Foundation
Memorial Sloan-Kettering Cancer Center, (NY)
$2,500,000

J. Howard Pew Freedom Trust
The Pew Initiative in Diplomatic Training 1988-91
$2,500,000

Ford Foundation
U. of Pittsburgh
$2,500,000

W.K. Kellogg Foundation
Quest International, Granville,(OH)
$2,500,000

Ford Foundation
Joint Center for Political Studies
$2,500,000

John D. and Catherine T. MacArthur Foundation
U. of Virginia
$2,475,000

MacArthur Foundation
U. of Virginia
$2,475,000
over two years

W. M. Keck Foundation
Washington U.
$2,300,000

Lilly Endowment
United Way of Central Indiana Inc.
$2,300,000

Ford Foundation
Committee to Protect Journalists (NY)
$2,290,000

Lilly Endowment
Religious Institutions as Partners in Community Based Development
$2,250,000

Ford Foundation
Woodrow Wilson National Fellowship Foundation (NJ)
$2,200,000

Ford Foundation
National AIDS Network
$2,200,000
two-year supplement

Marin Community Foundation
Marin City Consortium
$2,120,000

Ford Foundation
American Council on Education
$2,100,000

Shirley H. and Benjamin Z. Gould Family Foundation
Claremont McKenna College
$2,000,000

Charles Stewart Mott Foundation
Michigan State U.
$2,000,000

W. M. Keck Foundation
Yale U.
$2,000,000

James Irvine Foundation
University of Southern California
$2,000,000

MacArthur Foundation
Ford Foundation (Leadership Program for Community Foundations)
$2,000,000

Henry Luce Foundation
Princeton Theological Seminary
$2,000,000

Charles Stewart Mott Foundation
GMI Engineering and Management Institute
$2,000,000

James Irvine Foundation
San Francisco Conservatory of Music
$2,000,000

Bush Foundation
Guthrie Theater
$2,000,000
over two years

Henry Luce Foundation
College of Wooster
$2,000,000

Anheuser-Busch Foundation
Washington U.
$2,000,000

J. Howard Pew Freedom Trust
World Vision (CA)
$2,000,000

Joseph and Bessie Feinberg Foundation
Northwestern U.
$2,000,000

Reily Foundation
Tulane U.
$2,000,000

W. M. Keck Foundation
Cold Spring Harbor Laboratory
$2,000,000

Knight Foundation
U. of Missouri-Columbia School of Journalism
$2,000,000

John D. and Catherine T. MacArthur Foundation
Ford's Leadership Program for Community Foundations
$2,000,000

John D. and Catherine T. MacArthur Foundation
Center for Advance Study in Behavioral Sciences, Stanford (CA)
$2,000,000

Knight Foundation
Northwestern U.
$2,000,000

William and Flora Hewlett Foundation
Public/Private Ventures, Philadelphia (PA)
$2,000,000

Ford Foundation
Harvard U. (MA)
$1,892,000

J. Howard Pew Freedom Trust
Christian College Consortium
$1,800,000

W.K. Kellogg Foundation
Girls Clubs of America (NY)
$1,800,000

W. M. Keck Foundation
St. John's Hospital and Health Center (CA)
$1,800,000

Robert Wood Johnson Foundation
State of Connecticut Office of Policy and Management
$1,799,996

W.M. Keck Foundation
U. of Washington
$1,750,000

Lilly Endowment
Indiana Vocational Technical College
$1,747,000

Robert Wood Johnson Foundation
Duke U. Medical Center
$1,702,182

Robert Wood Johnson Foundation
Mental Health/Retardation Center, Austin-Travis County, TX
$1,700,915

Pew Memorial Trust
Cornell U.
$1,700,000

W.K. Kellogg Foundation
Quest International (Granville, Ohio)
$1,699,925

W.K. Kellogg Foundation
Group X of the Kellogg National Fellowship Program
$1,610,000

Robert Wood Johnson Foundation
New Jersey State Dept. of Health
$1,603,581

Pew Memorial Trust
Duke U.
$1,600,000

Robert Wood Johnson Foundation
Mecklenburg County Area Mental Health Retardation & Substance Abuse
$1,591,854

Pew Charitable Trusts
Lehigh U. Mid-Atlantic Preservation Service
$1,580,000

Robert Wood Johnson Foundation
City of Baltimore Department of Health
$1,533,812

Robert Wood Johnson Foundation
Public Health Trust of Dade County (FL)
$1,506,002

W.K. Kellogg Foundation
Total Action Against Poverty in Roanoke Valley (Salem, VA)
$1,500,000

James Graham Brown Foundation
Bellarmine College
$1,500,000

Ford Foundation
Fund for Peace (NY)
$1,500,000

Meadows Foundation
U. of Texas Southwestern Medical Center at Dallas
$1,500,000

Hewlett-Packard Company Foundation
U. of California at Berkeley
$1,500,000

Andrew W. Mellon Foundation
Carnegie Mellon U. (PA)
$1,500,000

Merck Company Foundation
U. of Pennsylvania
$1,500,000

Robert R. McCormick Charitable Trust
Rush-Presbyterian Saint Luke's Medical Center (Chicago)
$1,500,000

USX Foundation
U. of Pittsburgh (PA)
$1,500,000

Moody Foundation
Southern Methodist U.
$1,500,000

Andrew W. Mellon Foundation
Literacies Institute in the Boston Educ. Dev. Ctr.
$1,500,000

Ira W. DeCamp Foundation
Fairfield University
$1,500,000

Herbert H. and Grace Dow Foundation, Dow Chemical Co., Dow Corning Co.
Case Western Reserve U.
$1,500,000

Decamp Foundation
Fairfield U.
$1,500,000

Houston Endowment
Texas Lutheran College
$1,500,000

Fondren Foundation
Southern Methodist U.
$1,500,000

Bank America Foundation
U. of California at Berkeley
$1,500,000

Ford Foundation
Manpower Demonstration Research Corporation
$1,500,000

Robert Wood Johnson Foundation
Hamilton County Community Mental Health Board
$1,479,995

Pew Charitable Trusts
Mid-States Consortium-Beloit College
$1,400,000

Pew Memorial Trust
Macalester College (MN)
$1,400,000

W.K. Kellogg Foundation
U. of New Mexico
$1,389,765

William and Flora Hewlett Foundation
Development Studies Center (San Ramon-CA)
$1,333,000

Ford Foundation
National Institute for Dispute Resolution (DC)
$1,320,000

W.K. Kellogg Foundation
Brandeis U.
$1,300,000

Robert Wood Johnson Foundation
Albany Medical Center
$1,300,000

Lynde and Harry Bradley Foundation
American Enterprise Institute (DC)
$1,300,000

James S. McDonnell Foundation
Princeton University
$1,280,000

W.K. Kellogg Foundation
Junior Achievement, Colorado Springs (CO)
$1,270,000

L. G. Balfour Foundation
U. of Notre Dame
$1,250,000

National Football League
Charities Foundation and Edward J. Debartolo Jr. United Way of America
$1,250,000

Joseph and Bessie Feinberg Foundation
Northwestern U.
$1,250,000

Marin Community Foundation
Canal Community Alliance (CA)
$1,250,000

Ford Foundation
Remediation and Training Institute (DC)
$1,250,000

Polk Bros. Foundation Inc.
Northwestern U.
$1,250,000

W.K. Kellogg Foundation
U. of Iowa
$1,227,745

Ford Foundation
American Council of Teachers of Russian (DC)
$1,220,000

Ford Foundation
American Council on Education (DC)
$1,200,000

Ford Foundation
U. of Texas, Austin
$1,200,000

Robert Wood Johnson Foundation
U. Of North Carolina
$1,200,000

Oscar Rennebohm Foundation
Edgewood College
$1,200,000

W. M. Keck Foundation
Los Angeles Philharmonic Association
$1,200,000

Pew Memorial Trust
Carnegie Mellon U.
$1,200,000

General Mills Foundation
Walker Art Center (MN)
$1,200,000

Westinghouse Company and Foundation
U. of Tennessee
$1,200,000

Robert Wood Johnson Foundation
Lucas County Mental Health Board
$1,168,386

Robert Wood Johnson Foundation
City of Philadelphia Department of Health
$1,100,766

W.K. Kellogg Foundation
New York U.
$1,100,000

Duke Endowment
Duke University Benjamin N. Duke Leadership Fund
$1,094,000

Robert Wood Johnson Foundation
Children's Hospital National Medical Center
$1,084,465

Bush Foundation
Science Museum of Minnesota (St. Paul)
$1,080,000

Henry J. Kaiser Family Foundation
Free the Children Corporation (TN)
$1,074,000

Bush Foundation
Bush Leadership Fellows (MN)
$1,057,000

Henry J. Kaiser Family Foundation
Morehouse School of Medicine
$1,048,345

W.K. Kellogg Foundation
Montgomery General Hospital Inc. (MD)
$1,040,948

Pew Memorial Trust
Johns Hopkins U.
$1,020,000

Geraldine R. Dodge Foundation
U. of North Carolina
$1,020,000

Ford Foundation
U. of Michigan
$1,000,000

James H. Cummings Foundation
University of Buffalo Foundation's Pathways to Greatest Campaign
$1,000,000

Stephen and Mary Birch Foundation
Old Globe Theater, San Diego, CA
$1,000,000

Blandin Foundation
Itasca County (Grand Rapids, MN)
$1,000,000

Independence Foundation
Johns Hopkins U.
$1,000,000

Independence Foundation
New York U.
$1,000,000

Howard Hughes Medical Institute
Dartmouth College
$1,000,000

Independence Foundation
Case Western Reserve U.
$1,000,000

Independence Foundation
Emory U.
$1,000,000

Independence Foundation
Yale U.
$1,000,000

Independence Foundation
Vanderbilt U.
$1,000,000

Independence Foundation
Rush U.
$1,000,000

Independence Foundation
U. of Pennsylvania
$1,000,000

Independence Foundation
U. of Rochester
$1,000,000

Philip D. Reed Foundation
U. of Wisconsin at Madison
$1,000,000

Amelia Peabody Foundation
MGH Institute of Health Professions
$1,000,000

Kresge Foundation
Scripps College
$1,000,000

Chicago Community Trust
Northwestern U. (IL)
$1,000,000

Robert R. McCormick Charitable Trust
Boys and Girls Clubs of Chicago
$1,000,000

Merck Company Foundation
Johns Hopkins U.
$1,000,000

Winthrop Rockefeller Charitable Trust
Hendrix College (AR)
$1,000,000

Kresge Foundation
John G. Shedd Aquarium, Chicago (IL)
$1,000,000

Lilly Endowment
Heritage Plantation of Sandwich Inc. (MA)
$1,000,000

William R. Kenan Jr. Fund
Hampton-Sydney College (VA)
$1,000,000

L.G. Balfour Foundation
Northeastern University
$1,000,000

Ford Foundation
Asian Cultural Council (NY)
$1,000,000

J.E. and L.E. Maybee Foundation
Webster U. (MO)
$1,000,000

McGraw Foundation
Illinois Institute of Technology
$1,000,000

Claude Worthington Benedum Foundation
West Virginia U.
$1,000,000

Glassman Foundation
Weber State College
$1,000,000

Sherman Fairchild Foundation
Northwestern U. (MA)
$1,000,000

Ralph M. Parsons Foundation
Harvey Mudd College (CA)
$1,000,000

Abbey Foundation
U. of Miami
$1,000,000

Starr Foundation
Washington College (MD)
$1,000,000

Kellstadt Foundation
Marquette U. (WI)
$1,000,000

Pew Memorial Trust
Rockefeller U. (NY)
$1,000,000

Prudential Foundation
U. of Southern California
$1,000,000

J.E. and L.E. Maybee Foundation
Missouri Valley College
$1,000,000

William and Flora Hewlett Foundation
Wheaton College
$1,000,000

E. Rhodes and Leona B. Carpenter Foundation
Hampden-Sydney College
$1,000,000

Flora L. Thornton Foundation
U. of Southern California Comprehensive Cancer Center
$1,000,000

William Bingham Foundation
Environmental Defense fund
$1,000,000

Pew Charitable Trusts
Johns Hopkins U.
$1,000,000

Carnegie Corporation of New York
National Board For Professional Teaching Standards
$1,000,000

Ford Foundation
National Women and The Law Association
$1,000,000

Chicago Community Trust
Illinois Facilities Fund
$1,000,000

John I. Smith Charities, Inc.
Presbyterian College
$1,000,000

Rockefeller Foundation
World Wildlife Fund & the Conservation Foundation
$1,000,000

Henry Luce Foundation
U. of California at Berkeley
$1,000,000

Bush Foundation
St. Olaf College
$1,000,000

Henry Luce Foundation
U. of Michigan
$1,000,000

Kresge Foundation
Children's Hospital (Boston)
$1,000,000

Kresge Foundation
Hutzel Hospital-Detroit
$1,000,000

Glenn and Gertrude Humphrey Foundation
Marquette U. (WI)
$1,000,000

Spencer T. and Ann W. Olin Foundation
Lewis and Clark Community College (IL)
$1,000,000

Robert R. Young Foundation
Smith College
$1,000,000

R. Mary Upjohn Meader
Smith College
$1,000,000

Kresge Foundation
Presbyterian Hospital (NY)
$1,000,000

Westinghouse Educational Foundation
Carnegie Mellon U.
$1,000,000

Amelior Foundation
Drew U. (NJ)
$1,000,000

Hess Foundation
Mississippi State U.
$1,000,000

Robert M. Hearin Foundation
Mississippi State U.
$1,000,000

Henry Luce Foundation
U. of California at Los Angeles
$1,000,000

Robert R. McCormick Charitable Trust
Mount Sinai Hospital Medical Center (Chicago)
$1,000,000

Henry Luce Foundation
U. of Pittsburgh
$1,000,000

Grace Foundation Inc.
U. of Notre Dame
$1,000,000

Ford Foundation
Urban Institute
$1,000,000

Owen L. Coon Foundation
Northwestern U.
$1,000,000

GE Foundation
Jefferson County Schools, Louisville (KY)
$1,000,000

GE Foundation
Cincinnati Public Schools (OH)
$1,000,000

Chicago Community Foundation
Northwestern U.
$1,000,000

Southwestern Bell Foundation
U. of Kansas
$1,000,000

Ford Foundation
Social Science Research Council (NY)
$1,000,000

James M. Johnston Trust for Charitable and Educational Purposes
U. of North Carolina at Chapel Hill
$1,000,000

J.E. and L.E. Maybee Foundation
St. John's College (NM)
$1,000,000

Howard Hughes Medical Institute
Emory U.
$1,000,000

Robert R. McCormick Charitable Trust
American Conservatory of Music (Chicago)
$1,000,000

GE Foundation
Milwaukee Public Schools (WI)
$1,000,000

Seymour H. Knox Foundation
State U. of New York (Buffalo)
$1,000,000

Lilly Endowment
Indiana Corporation for Science and Technology
$1,000,000

William Randolph Hearst Foundation
STOP Cancer (NY)
$1,000,000

W. M. Keck Foundation
Columbia U.
$1,000,000

Merck Company Foundation
John Hopkins Medical Institution
$1,000,000

John D. and Catherine T. MacArthur Foundation
Vera Institute of Justice
$1,000,000

Weingard Foundation
California Institute of Technology
$1,000,000

Houston Endowment
U. of Texas at Austin
$1,000,000

Pew Memorial Trust
New York U.
$1,000,000

Pew Memorial Trust
Brandeis U. (MA)
$1,000,000

Ford Foundation
Native American Rights Fund, Boulder, CO
$1,000,000

Notes to Giving by Foundations

1/ Arlie Schardt, "Community Re-defined," *Foundation News*, July-August 1989, Page 37.

2/ Robert Reinhold, "Summit of Sorts on Global Warming," *New York Times*, August 27, 1989 (L 28), and Matthew L. Wald, "Environment Dominates 91-National Energy Talks," *New York Times*, September 21, 1989.

3/ "Breaking a Trail for Caribbean Rural Development," *Project Files*, Summer 1989, W.K. Kellogg Foundation, Pages 8-11.

4/ "Celebrating Our Children," 1989 *Annual Report* of the San Francisco Foundation.

5/ Eugene A. Scanlan (ed.), *Community Foundations at 75: A Report on the Status of Community Foundations*, prepared by the National Agenda for Community Foundations Data Gathering Project, Council on Foundations, 1989, Washington, D.C.

6/ Richard Magat (ed.), *An Agile Servant: Community Leadership by Community Foundations*, The Foundation Center, 1989, New York.

7/ Larry Parachini and others, *Community Foundations at the Margin of Change: Unrealized Potential for the Disadvantaged*, National Committee for Responsive Philanthropy, 1989, Washington, D.C.

8/ *Grants Newsletter*, April 1989, The New York Community Trust; press release (11/6/89), The Chicago Community Trust.

9/ Dr. Marcy M. Murninghan, *Moral Values, Philanthropy, and Public Life: Recasting the Connections*, Council on Foundations, 1989, Washington, D.C. Pages 3, 4, 20-22.

10/ Annual Report, 1989, Council on Foundations, Washington, D.C. Page 7.

11/ *The Common Good: Social Welfare and the American Future*, The Ford Foundation, 1989, New York. For summary, see *The Ford Foundation Letter*, August 1989.

12/ Loren Renz, *Foundations Today*, 7th Edition, The Foundation Center, 1990, New York, Page 5.

13/ Loren Renz, *Alcohol and Drug Abuse Funding*, The Foundation Center, 1989, New York.

14/ Angela Bonavoglia, *Far From Done: Status of Women and Girls in America*, Women and Foundations/Corporate Philanthropy, 1989, New York.

15/ "Alternative Foundations Seek 'Change, Not Charity,'" *Giving USA Update*, November/December 1988; *Exchange*, newsletter of the Funding Exchange, Spring 1989.

16/ Kristin A. Goss, "Surdna Fund, Planning to Be More Visible, Names an Executive Director," *Chronicle of Philanthropy*, July 25, 1989.

Corporate Giving 1955–1989
(Current $ vs. Inflation-Adjusted $)

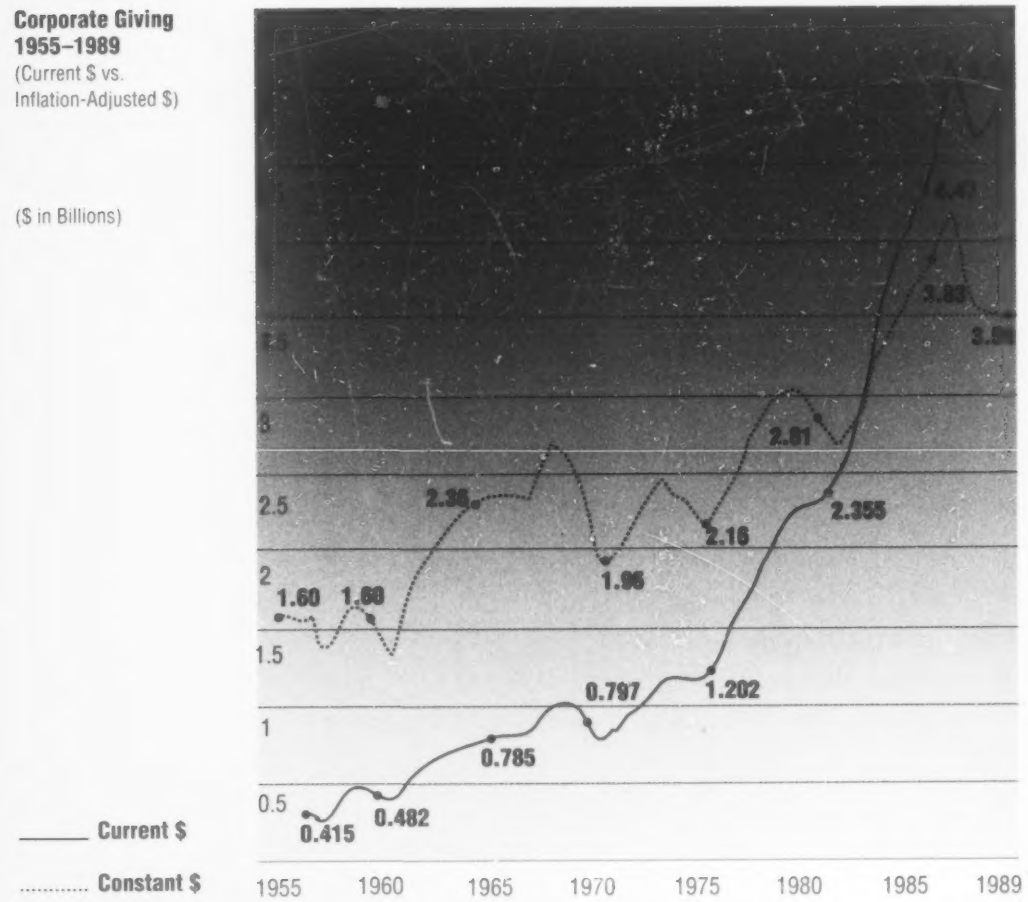

Table 17: Corporate Gifts and Pre-tax Income ($ in Billions)

	Corporate Gifts ($ Billions)	Pretax Net Income ($ Billions)	Giving as a % of Income		Corporate Gifts ($ Billions)	Pretax Net Income ($ Billions)	Giving as a % of Income
1970	$0.797	$75.4	1.06	**1980**	2.355	237.1	0.99
1971	0.865	86.6	1.00	**1981**	2.514	226.5	1.11
1972	1.009	100.6	1.00	**1982**	2.906	169.6	1.71
1973	1.174	125.6	0.93	**1983**	3.627	207.6	1.75
1974	1.200	136.7	0.88	**1984**	4.057	240.0	1.69
1975	1.202	132.1	0.91	**1985**	4.472	224.3	1.99
1976	1.487	166.3	0.89	**1986**	5.176*	221.6	2.34*
1977	1.791	200.4	0.89	**1987**	4.650	266.7	1.74
1978	2.084	233.5	0.89	**1988**	4.800	306.8	1.56
1979	2.288	257.2	0.89	**1989**	5.000	290.7	1.72

* 1986 figure most likely includes significant portion of gifts made in 1987, but reported on 1986 corporate returns for tax purposes. Realistic estimate of corporate gifts in 1986 is $4.650, for 2.10% of income. Sources: IRS for giving data through 1986. IRS figures reflect donations by corporations to nonprofits and to corporate foundations. They do not reflect giving by the foundations themselves, although all funds received by the latter are eventually distributed. Others sources: U.S. Department of Commerce, The Conference Board, Council for Aid to Education.

Corporations and corporate foundations gave an estimated $5 billion to nonprofit organizations in 1989, an increase of 4.2 percent from the revised estimate of $4.8 billion given the year before.

After adjusting for inflation, the $5 billion represented a decrease of almost a half percent (0.48 %), the fourth year in a row that the real value of business gifts did not keep pace with the cost of providing services. (See table below.)

Corporate contributions amounted to 4.4 percent of total giving in 1989. The estimate of corporate contributions is devised by the Council for Aid to Education on the basis of three annual surveys.

Corporation Tax Reports Distorted by 1986 Reform Act

The 1986 Tax Reform Act, which critics had feared would spark a decline in charitable contributions, had no such impact; giving from most segments of the population has risen steadily since implementation, although some experts argue that donations would have been higher had the new law not been passed, particularly concerning gifts of appreciated property.

But the Act, which took effect in 1987, did have another, unintended outcome: it distorted the picture of actual corporate giving. After senior executives themselves, and independent research organizations, had informed the philanthropic community that business contributions were flat and likely to grow only slowly, if at all, for a while, the IRS released information showing a surging increase in 1986 giving over the year before.

What the IRS figure — $5.179 billion, an astounding 16 percent more than business gave the previous year — could not show was that much of that money was actually given the following year, 1987.

Corporate tax accountants had availed themselves of a provision of the tax law allowing them to declare in one year gifts they made well into the following year — up to two and a half months after the end of their next fiscal period (subject to certain conditions). In effect, business contributions made as late as September 15, 1987, could be legally declared as 1986 gifts. The purpose of such an accounting practice was to take advantage of the more favorable tax provisions of the old law.

The IRS data "strongly suggest" that this is precisely what happened, according to the Council for Aid to Education, a business-funded research organization that devises the most widely accepted estimates of annual corporate donations.

Further, the distortion will inevitably affect the official 1987 numbers as well. When released, the IRS figure for corporate contributions in 1987 is expected to show a severe "decline" — perhaps from 15 to 20 percent —

just as misleading as the 1986 "surge," according to the Council.

If the IRS data for 1986 and 1987, which are derived from corporate tax returns, are unavoidably misleading, what is the real picture?

Revised estimates prepared by the Council to account for the IRS distortion show that 1986 through 1989 were either slow-growth or no-growth years for corporate contributions. (After taking inflation into account, the data reflect declines for the past four years, as shown in the fourth column below.) Adjusted Council estimates are:

Adjusted Corporate Giving ($ Billions)

	Amount	Annual % Change ($ Current)	Annual % Change ($ Constant)
1985	$4.472*	—	—
1986	4.650	3.98%	-0.78%
1987	4.650	0.00	-5.12
1988	4.800	3.22	-1.29
1989	5.000	4.17	-0.48

*IRS figure. Constant dollar percentages reflect dollars adjusted for inflation, as measured by the Implicit Price Deflator for Services.

Profits Decline, Giving Rises Slightly as Percent of Income

Pretax profits of U.S. corporations dropped 5.25 percent in 1989, according to preliminary estimates of the Commerce Department. (After adjusting for inflation, profits dropped 9.48 percent during the year, virtually wiping out the previous year's growth of ten percent.) The drop, which followed two years of robust increases, served to boost corporate donations as a percent of earnings slightly above the 1988 figure. Business gave 1.72 percent of its profits to philanthropic causes in 1989, up a notch from the 1.56 percent it had given a year earlier (see Table 17).

Under revised Commerce Department estimates, profits during the 1980's moved up and down in rapid see-saw fashion, with steep increases and decreases at the beginning of the decade, moderate changes in both directions during the middle years, renewed high gains in the later years, and then another moderate drop by the end of 1989.

The revised government data revealed that contributions as a percent of profits also went up and down, but at a far less volatile pace. Corporate donors gave the same percent of their income in 1989 as they had in 1982-3 — around 1.7 cents out of each pretax dollar earned. The major increase came during the decade's middle years, even after accounting for the distortion in the 1986 figure (see above). By 1985, corporate contributions finally reached the 2-cents-per-dollar goal set by advocates of corporate social responsibility, including business donors, in the 1970's. But that goal was sustained only through the next year; from 1987 through the end of the decade, business gifts as a percent of income slipped to their earlier level.

Japanese Corporate Philanthropy Seen as Way to Soften Tension

Japanese corporations, which have invested so heavily in the United States throughout the past decade as to generate unease among some U.S. business executives[1], showed a growing interest during 1989 in fostering their own philanthropic efforts in this country. That interest accompanied studies issued in the U.S. and Japan which viewed corporate philanthropy, in part, as a way to mitigate rising economic tensions between the nations.

One report, prepared by the Japanese Association of Corporate Executives (Keizai Doyukai), observed that most Japanese business leaders abstain from charitable activities largely because philanthropy as practiced here is not native to Japanese corporate culture, at least since the end of World War II. Commenting on the consequences of such neglect, the report noted: "The external friction which Japan is experiencing, particularly on the economic front, is complicated by a lack of mutual understanding between it and other countries .... Supporting health, education, and cultural activities in the region (where the firms have facilities) is essential to being accepted, as is sincere interaction with the local people .... It cannot be denied that efforts by Japanese companies on the grassroots level have been far from adequate."

Questionnaires returned by 189 Japanese firms (out of 942 companies surveyed) reveal that while 65 percent of the respondents carry out some "cultural exchange" programs through their overseas offices, such as sponsoring trips to Japan by non-Japanese students, "the general posture toward (such activities) is ... passive." The Keizai Doyukai report also presented examples of selected grass roots activities by a few of the responding firms.[2]

Another report, prepared by a U.S. attorney specializing in nonprofit law, compared Japanese and U.S. approaches to charity, and presented an overview of U.S. corporate giving for Japanese business executives. Like the Keizai Doyukai study, this report, printed in Japanese and English, commented on the need for Japanese companies to "enhance ... their present role in American corporate philanthropy (thereby) easing ... trade and investment friction."[3]

Efforts to nurture the growth of Japanese corporate giving in 1989 included:

- A seminar in March for Japanese business executives on corporate citizenship in the United States, co-sponsored by the Japan Society and The Conference Board. An announcement of the seminar noted: "The rapid growth of Japanese corporate presence in all parts of the United States has led

to high expectations that Japanese firms will assume social responsibilities in their American communities commensurate with their economic influence. Steady growth in giving, through ... foundations and direct corporate giving programs, has accompanied Japanese business expansion in the U.S."

At the seminar, Delwin Roy, President of the Hitachi Foundation, said that the "results of Hitachi Foundation's contributions have been tremendous. Grants programs have improved relations in communities where Hitachi has plants and facilities. Minority relations have improved — they are considered an investment in the future for a strong work force. The Foundation has also been a learning center for Hitachi employees, giving them a chance to become more sensitive to the concerns of U.S. society, and the idea of corporate philanthropy."

- A "study mission" to the U.S. by 24 senior managers of Japanese firms and industrial associations. The project was organized by the Japan Center for International Exchange in conjunction with the Japanese Federation of Economic Organizations (Keidanren) and the Council on Foundations.[4]
- A sharp rise in trips to Japan by U.S. development officers and public relations consultants seeking access to Japanese corporate donors.[5]
- Celebration of twelve years of student exchanges between Japan and the U.S. at a May 5th breakfast in Washington, D.C. Organized by the D.C.-based Youth for Understanding International Exchange, the celebration was attended by representatives of dozens of Japanese and U.S. companies. A major source of funding for the exchanges is a corporate scholarship program initiated in 1975 by Toyota Motor Sales, U.S.A. Toyota, which has established a $14 million endowment for charitable purposes, also announced several grants during 1989 for youth programs, including a high school playwriting competition in Chicago, drug and alcohol intervention in San Francisco, and child protection efforts at a center of the University of California.

Business Donors Face New Global 'Market'

Both rapid changes and long-term trends worldwide are generating opportunities for U.S. corporations to globalize their giving programs, according to a 1989 study based on interviews with major U.S. companies. Changes include:

- Reductions in government-provided essential services such as education and health care, especially in

less developed nations "burdened with massive external debt";

- More openings for private-sector investments, within socialist and other centrally-planned economies as well as in market economies. These openings, in turn, can lead to greater public/private partnerships;
- Demands that corporations doing business in other countries adhere to the same ethical behavior practiced in the U.S., including corporate giving;
- International growth in "grass roots, nonprofit, and self help community movements" which require encouragement and funding.

Problems connected with instituting overseas giving programs "appear much more difficult than they, in fact, are," the 103-page report argues. It adds that corporate support of international education programs would not only benefit the companies themselves, but would contribute to the development of a "sound international perspective" which the U.S. public needs to "play a part in solving world problems."

The report contains practical information, responses to numerous questions posed by corporate giving managers, and case histories of current programs.[6]

Basic Education Remains Priority for Corporate Givers

Elementary and secondary school programs remained a priority of business donors in 1989, reflecting the corporate world's deepening concern with the capacity of U.S. workers to compete effectively with those of other nations.

"Today's children are tomorrow's work force and I'm worried that they won't be up to the job," wrote Robert E. Allen, Chairman of AT&T, voicing a common sentiment among business executives. "Today, America's ability just to compete, never mind to lead, is being called into question. That won't change if we continue to accept the fact that many of our children are living and learning in ways that make them unemployable."[7]

One example of how poor education is already undermining employment opportunities was noted by the Center for Corporate Community Relations at Boston College: "Consider this for a sad commentary about the state of American education: New York Life Insurance cannot find enough computer-literate high school graduates to process medical claims at its offices in Freehold, New Jersey, so the claims are put in a box each day and flown to Dublin, where high school kids working for the company's Irish subsidiary do the processing."[8]

Education has received the largest portion of the corporate contributions budget since 1978, but until recently 70 percent of that portion has gone to colleges and universities. By 1988,

higher education's share of the corporate education dollar slipped to 64 percent, according to the Council for Aid to Education; beneficiaries were elementary and secondary schools, and other noncollege programs. "We are in the early stages of what looks to become a major, sustained corporate concern," said Council President Arnold R. Shore upon releasing these figures at the end of 1989.

One measure of such concern: The Conference Board scheduled an assembly early in 1990 at which a senior official of the U.S. Department of Education would outline the Bush Administration's efforts at reforming public schooling, and explore an increased role for business in such reform. Announced speakers included the chairmen of Coopers and Lybrand and U.S. West, and a representative of the National Alliance of Business.

But The Conference Board also reported widespread dissatisfaction among senior executives with many of the business-education projects established since the early 1980's. Increasingly, firms are demanding "stricter standards from local school districts in return for jobs and other business assistance," the report said. They are also reformulating their own education programs to "insure that education is an everyday company concern," promote education as "a permanent employment and training issue (rather than) an act of charity," and "involve company executives in public school curricula." [9]

Significant corporate grants during the year were announced by the Coca-Cola Company, General Electric, IBM and RJR Nabisco. Although the grants are independent of each other, together they amount to $130 million dollars for education over the next decade, with heavy emphasis on elementary and secondary schooling, and higher education for minorities.[10]

Additional examples of business support of precollege and related education programs during the year include:

- Bell Atlantic's grant of $300,000 to help the American Library Association combat illiteracy; [11]
- Metropolitan Life's grant of $300,000 to four school university partnerships to improve public education and recruit minorities into teaching. Established in 1986, the insurance company's partnership program has dispensed more than $1 million to 20 colleges and universities for collaborative projects with public schools;
- American Express's continuing involvement in training high school juniors and seniors for financial service jobs that do not require a college degree. More than 2,000 students are enrolled in the two-year program that American Express created in 1982; it

now operates in 40 schools in 16 cities and receives support from 150 corporations;[12]

- Time Warner Inc.'s expansion of Time to Read, its literacy tutoring program, to eight more locations. Now operating in 36 sites, including public schools, in 13 states, the program utilizes 1,000 volunteers to tutor 2,500 people who cannot read.

More information on corporate attention to precollege schooling appears in the chapter "Giving to Education."

Highlights: Merger Slowdown, Donor List, Peace, Local Aid

- One factor that probably accounted for the slowdown in the growth of business donations in the past few years — the fierce pace of mergers and acquisitions — may play less of a role in the 1990's according to several forecasts. "Leverage, the financial alchemy of the 1980's, is fast losing its magic," wrote a leading business magazine. "Investors, who would seemingly swallow anything, are suddenly starting to say no to some new issues of junk bonds." Junk bonds are corporate IOUs of very low quality but very high yield.[13]

  The latest annual survey of corporate contributions conducted by The Conference Board, reporting for the year 1988, noted that 42 percent of the 356 respondents — or about 150 of the nation's largest business enterprises — said they had undergone significant restructuring during the previous five years. Of these, 60 percent reported that their contributions budgets were not affected, which leaves 40 percent reporting they were affected, or were unable to determine the effect.

- The first edition of an exhaustive listing of business donors, *The National Directory of Corporate Giving*, was published in 1989 by The Foundation Center. Designed for grantseekers and other

Table 18: Beneficiaries of Corporate Support: A Decade Comparison ($000)

	1988 (356 Companies)	% of Total	1979 (786 Companies)	% of Total
Health and Human Services	$480,191	29.2%	$ 292,641	35.0%
Education	614,050	37.3	314,845	37.7
Culture and Art	183,592	11.2	82,509	9.9
Civic and Community	212,111	12.9	97,345	11.6
Other	155,745	9.5	48,256	5.8

Source: *Research Report*, February 1990, Council for Aid to Education, and *Survey of Corporate Contributions*, 1990 Edition, The Conference Board, 1990, New York (preliminary data).

researchers, the directory includes names, addresses, funding priorities and other key data on more than 1,500 major corporations, including 478 companies which make grants directly rather than through company-affiliated foundations. Firms donating money and equipment through both methods are also listed.

- Almost 100 smaller businesses in 1989 donated funds or otherwise supported "1% for Peace," a program created the year before by ice cream producer and franchiser Ben & Jerry's to secure one percent of the U.S. military budget for antiwar efforts.[14]
- The Mellon Bank of Pittsburgh granted more than $1 million in 1989 for community and economic development projects in Western Pennsylvania. Mellon's Chief Executive Officer said the bank's aim is to promote "the region as a place to live and conduct business" and to support "efforts to improve low and moderate-income communities."

Table 19: Distribution of Large Corporate Gifts
($1 Million and Above)

Use	Amount	% of Total
Religion	$ 0	0.0%
Education	319,694,761	93.1%
Health	7,250,000	2.1%
Human Service	8,000,000	2.3%
Arts, Culture & Humanities	4,400,000	1.3%
Public/Society Benefit	1,000,000	0.3%
All Other Uses	3,000,000	0.9%
	$343,344,761	100.0%

Large Corporate Gifts

Dewitt Wallace Reader's Digest Fund
NYC Public Elementary Schools
$30,000,000
three years

Civitan International
U. of Alabama at Birmingham
$20,000,000
Over 20 years

Howard Hughes Medical Institute
Princeton U. (NJ)
$15,000,000

Haas Family of Levi Strauss & Co.
U. of California at Berkeley
$15,000,000

Howard Hughes Medical Institute
Brandeis U. (MA)
$10,000,000

Nissan United Kingdom
Royal Ballet School (UK)
$10,000,000
in pounds

IBM Corporation
Louisiana State U.
$8,520,157
Cash and Equipment

National Aeronautics and Space Administration
U. of Iowa
$7,100,000

IBM Corporation
Pennsylvania State U.
$6,600,000

Hewlett-Packard Corporation
U. of Washington
$5,500,000

Boeing Company
U. of Washington
$5,225,000
over five years

Haworth Inc.
Western Michigan U.
$5,000,000

Francois-Xavier Bagnoud Association
U. of Michigan
$5,000,000

Lusk Company
Whittier College
$5,000,000

Emerson Electric Company
Washington U.
$3,400,000

United Automobile Workers of America
Wayne State U.
$3,400,000

AT&T
California State U. at Sacramento
$3,200,000

Dewitt Wallace Reader's Digest Fund
American Reading Council and INTERFACE (NY)
$3,000,000

Lilly Endowment
Indiana Youth Institute
$3,000,000

IBM Corporation
Pennsylvania State U.
$3,000,000
Computer Equipment

Liberty Mutual Insurance Companies
Child Care Scholarship Fund (Larkspar, Cal.)
$3,000,000

Ford Motor Company
Michigan State U.
$3,000,000

CIBA-GEIGY Limited
Massachusetts Institute of Technology
$3,000,000

Sony Corporation
U. of Illinois at Urbana-Champaign
$3,000,000

Valid Logic Systems Inc.
Rochester Institute of Technology
$2,700,000
Software

Ford Motor Company
U. of Michigan
$2,500,000

Freeport-McMoran Inc.
Louisiana State U.
$2,500,000

Emerson Electric Company
Cornell U.
$2,500,000

Miles Laboratories Foundation
U. of Notre Dame
$2,500,000

Hewlett-Packard Corporation
U. of Maryland
$2,500,000
Computer Equipment

Hewlett-Packard Company
Stanford U.
$2,400,000

Hewlett-Packard Company
U. of Southern California
$2,400,000

IBM Corporation
Dartmouth College
$2,200,000
Computer Software

Chrysler Corporation Fund
Reading is Fundamental (DC)
$2,075,000

Angelini Pharmaceuticals
U. of Iowa
$2,000,000

Howard Hughes Medical Institute
U. of Colorado
$2,000,000

IBM Corporation
U. of Missouri
$2,000,000
Equipment

IBM Corporation
Boston Latin School
$2,000,000

NCNB Texas
Dallas Symphony Association
$2,000,000

Pepsi Cola Company
E.G. Pinkston High, Detroit, (MI)
$2,000,000

Howard Hughes Medical Institute
Cornell U.
$2,000,000

Knights of Columbus
Catholic U. of America
$2,000,000

Mississippi Valley Gas Company
Mississippi State College
$2,000,000

Howard Hughes Medical Institute
Indiana U.
$2,000,000

Howard Hughes Medical Institute
U. of Chicago
$2,000,000

St. Luke's Association
St. Luke's Hospital Foundation of St. Luke's Hospital (NY)
$2,000,000
To build Roger Maris Cancer Center

UpJohn Company
Western Michigan U. Foundation
$2,000,000

Pepsi Cola Company
Southwestern High School
$2,000,000

IBM Corporation
Wichita State U.
$1,843,555
Software Equipment

AT&T
Washington State U.
$1,800,000

Digital Equipment Corporation
Massachusetts Institute of Technology
$1,600,000

Teco Energy
U. of South Florida
$1,600,000

Howard Hughes Medical Institute
Duke U.
$1,500,000

Howard Hughes Medical Institute
U. of Arizona
$1,500,000

Howard Hughes Medical Institute
Tufts U.
$1,500,000

Howard Hughes Medical Institute
U. of Illinois at Urbana-Champaign
$1,500,000

Cleary, Gottlieb, Steen and Hamilton
Harvard U.
$1,500,000

Howard Hughes Medical Institute
Colorado State U.
$1,500,000

Hewlett-Packard Company
Oregon State U.
$1,500,000

Howard Hughes Medical Institute
U. of North Carolina
$1,500,000

Herbert H. and Grace Dow Foundation, Dow Chemical Co., Dow Corning Co.
Case Western U.
$1,500,000

Digital Equipment Corporation
Museum of Fine Arts (Boston)
$1,400,000

Howard Hughes Medical Institute
City College-CUNY
$1,400,000

E. I. Dupont DeNemours and Company
Pennsylvania State U.
$1,375,000

Aetna Life and Casualty Company
Hartford Hospital
$1,250,000

Kirkland and Ellis Foundation and Partners of the Firms
Northwestern U.
$1,250,000

Howard Hughes Medical Institute
Carnegie Mellon U.
$1,200,000

Howard Hughes Medical Institute
Wayne State U.
$1,200,000

Howard Hughes Medical Institute
Case Western Reserve U.
$1,200,000

Warner-Lambert Company
Seton Hall U.
$1,200,000

Sanwa Bank Ltd.
Stanford U.
$1,200,000

Ohbayashi Corporation of Tokyo
Stanford U.
$1,200,000

Howard Hughes Medical Institute
U. of Pennsylvania
$1,200,000

Amoco Technology Company
U. of Iliinois (Urbana-Champaign)
$1,200,000

Howard Hughes Medical Institute
U. of California at Davis
$1,200,000

Howard Hughes Medical Institute
U. of Wisconsin at Milwaukee
$1,200,000

Howard Hughes Medical Institute
U. of California at San Diego
$1,200,000

Howard Hughes Medical Institute
U. of Utah
$1,200,000

Ford Motor Company
U. of Chicago
$1,200,000

Howard Hughes Medical Institute
Pennsylvania State U.
$1,200,000

Nippon Life Insurance Company of Japan
U.-of Michigan
$1,200,000

Howard Hughes Medical Institute
U. of California at Irvine
$1,200,000

Nippon Electric Glass Company
U. of Toledo
$1,200,000

Howard Hughes Medical Institute
New York U.
$1,200,000

Howard Hughes Medical Institute
Ohio State U.
$1,200,000

Howard Hughes Medical Institute
U. of Puerto Rico
$1,200,000

AT&T
U. of Kentucky
$1,100,000

National Cancer Institute
U. of Southern California School of Medicine
$1,006,049

Hanson Industries
American Red Cross
$1,000,000

Texas Petrochemical Corporation
Mississippi State U.
$1,000,000

Eastman Kodak Company
Rochester Institute of Technology
$1,000,000

Ast Research Inc.
U. of California-Irvine
$1,000,000

Daiwa Securities
Committee for Economic Development (NY)
$1,000,000

Digital Equipment Corporation
Children's Hospital (Boston)
$1,000,000

Wachovia Bank and Trust Company
Wake Forest U.
$1,000,000

Dewitt Wallace Reader's Digest Fund
Woodrow Wilson National Fellowship Foundation (NJ)
$1,000,000

Travelers Companies Foundation Inc.
Hartford Hospital
$1,000,000

Huntsman Chemical Corporation
Utah State U.
$1,000,000

Pepsico Inc.
Manhattanville College
$1,000,000

Coca Cola Company
U. of Notre Dame
$1,000,000

Pepsico
University of Virginia
$1,000,000

Pacific Enterprises
U. of Southern California
$1,000,000

Anheuser Busch Company
American Red Cross
$1,000,000

Partners of Sidley and Austin
Northwestern U.
$1,000,000

Howard Hughes Medical Institute
U. of Washington
$1,000,000

Howard Hughes Medical Institute
Rensselaer Polytechnic Institute
$1,000,000

American Association of Retired Persons
U. of Southern California
$1,000,000

Howard Hughes Medical Institute
Columbia U.
$1,000,000

Howard Hughes Medical Institute
Stevens Institute of Technology
$1,000,000

Howard Hughes Medical Institute
Miami U.
$1,000,000

Howard Hughes Medical Institute
College of William and Mary
$1,000,000

Howard Hughes Medical Institute
U. of Minnesota
$1,000,000

Howard Hughes Medical Institute
Brown U. (Providence)
$1,000,000

Coca Cola Company
U. of Notre Dame (IN)
$1,000,000

Howard Hughes Medical Institute
U. of Illinois at Chicago
$1,000,000

United Technologies Corporation
Hartford Hospital (CT)
$1,000,000

Howard Hughes Medical Institute
Rice U.
$1,000,000

Howard Hughes Medical Institute
John Hopkins U.
$1,000,000

Howard Hughes Medical Institute
Louisiana State U.
$1,000,000

Howard Hughes Medical Institute
Purdue U.
$1,000,000

Howard Hughes Medical Institute
U. of Southern California
$1,000,000

Howard Hughes Medical Institute
Stanford U.
$1,000,000

Howard Hughes Medical Institute
Lehigh U.
$1,000,000

Marquette U. Jesuit Associates
Marquette U.
$1,000,000

Howard Hughes Medical Institute
U. of California at Santa Cruz
$1,000,000

Universal Distributing of Nevada and Universal Company of Tokyo
U. of Nevada at Las Vegas
$1,000,000

Toyota Motor Corporation
U. of Kentucky
$1,000,000

Honda Motor Company
Mississippi State U.
$1,000,000

IBM Corporation
Georgia Institute of Technology
$1,000,000

Consolidated Rail Corp.
George Washington U.
$1,000,000

Chevron U.S.A. Inc.
U. of California at Berkeley
$1,000,000

May Department Stores
Washington U. (MO)
$1,000,000

Howard Hughes Medical Institute
Yale U.
$1,000,000

Northern Trust Company
Chicago Community Trust
$1,000,000

Freeport-McMoran Inc.
U. of Texas at Austin
$1,000,000

Mitsubishi Bank LTD.
Art Institute of Chicago
$1,000,000

Ford Motor Company
U. of Washington
$1,000,000

Arthur Andersen and Company
U. of California at Berkeley
$1,000,000

Howard Hughes Medical Institute
U. of Missouri
$1,000,000

Howard Hughes Medical Institute
U. of Texas at Austin
$1,000,000

Howard Hughes Medical Institute
Massachusetts Institute of Technology
$1,000,000

Howard Hughes Medical Institute
Princeton U.
$1,000,000

Howard Hughes Medical Institute
U. of Kansas
$1,000,000

Brothers Industries Limited
International Olympic Committee
$1,000,000
for Olympic Museum

Howard Hughes Medical Institute
U. of Vermont
$1,000,000

Howard Hughes Medical Institute
U. of Virginia
$1,000,000

AMCA International Corporation
Dartmouth-Hitchcock Medical Center
$1,000,000

Notes to Giving by Corporations

1/ "Japanese Business and Investment Practices," The Conference Board, Chief Executive Opinion No. 3, February 1990, New York. This survey of 400 CEOs in large U.S. firms revealed that 69 percent of the executives believe Japanese acquisitions will increase friction, even though 70 percent feel that the investments strengthen the U.S. economy.

2/ *Corporate Citizenship in Japanese Companies*, Keizai Doyukai (Japanese Association of Corporate Executives), 1989, Tokyo, Japan, Pages iii, 1, 11.

3/ Susan L. Q. Flaherty, *The Japanese Corporation in the United States: Aspects of Corporate Philanthropy*, published by author, partner in law firm of Roha and Flaherty, 1989, Washington, DC, Page 76.

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5/ David R. Francis, "U.S. Fund-Raisers Turn to Japan," *Christian Science Monitor*, November 9, 1989; Craig Smith, "Who Are the Japanese Talking To?" *Corporate Philanthropy Report*, December 1989/January 1990.

6/ David Logan, *U.S. Corporate Grantmaking in a Global Age*, Council on Foundations, 1989, Washington, D.C., Pages 6, 7, v. See also "Community Relations Going Global," *Corporate Community Relations Letter*, December 1989, Center for Corporate Community Relations, Boston College.

7/ Robert E. Allen, "Manager's Journal: It Pays to Invest in Tomorrow's Work Force," *Wall Street Journal*, November 6, 1989.

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9/ Leonard Lund, *Beyond Business-Education Partnerships*, The Conference Board, Report No. 918, 1989, New York. Cited quotation in accompanying press release #3693. See also: Gary Putka, "Learning Curve: Lacking Good Results, Corporations Rethink Aid to Public Schools," *Wall Street Journal*, June 27, 1989.

10/ "Coca-Cola Giving to Focus on Education" and "RJR Nabsico Giving $30 Million for Schools," *Chronicle of Philanthropy*, November 14, 1989; Lee A. Daniels, "Coca-Cola to Donate $50 Million to Education," *New York Times*, November 7, 1989.

11/ *Corporate Community Relations Letter*, September 1989, Center for Corporate Community Relations, Boston College.

12/ James D. Robinson 3rd, "Students are Trained to Tackle Wall Street," *New York Times*, August 1, 1989.

13/ "The Bills are Coming Due," *Business Week*, September 11, 1989. Also David A.Vise and Steven Mufson, "The Buyouts That Are Going Bust," *Washington Post National Weekly Edition*, August 28-September 3, 1989.

14/ "1% for Peace Update," August 1989, Box 658, Ithaca, N.Y. 14851.

Uses of Contributions

Giving to Religion

Giving to Education

Giving to Health

Giving to Human Services

Giving to Arts, Culture and Humanities

Giving to Public/Society Benefit

Giving to All Other Uses

Giving to Religion 1955–1989
(Current $ vs. Inflation-Adjusted $)

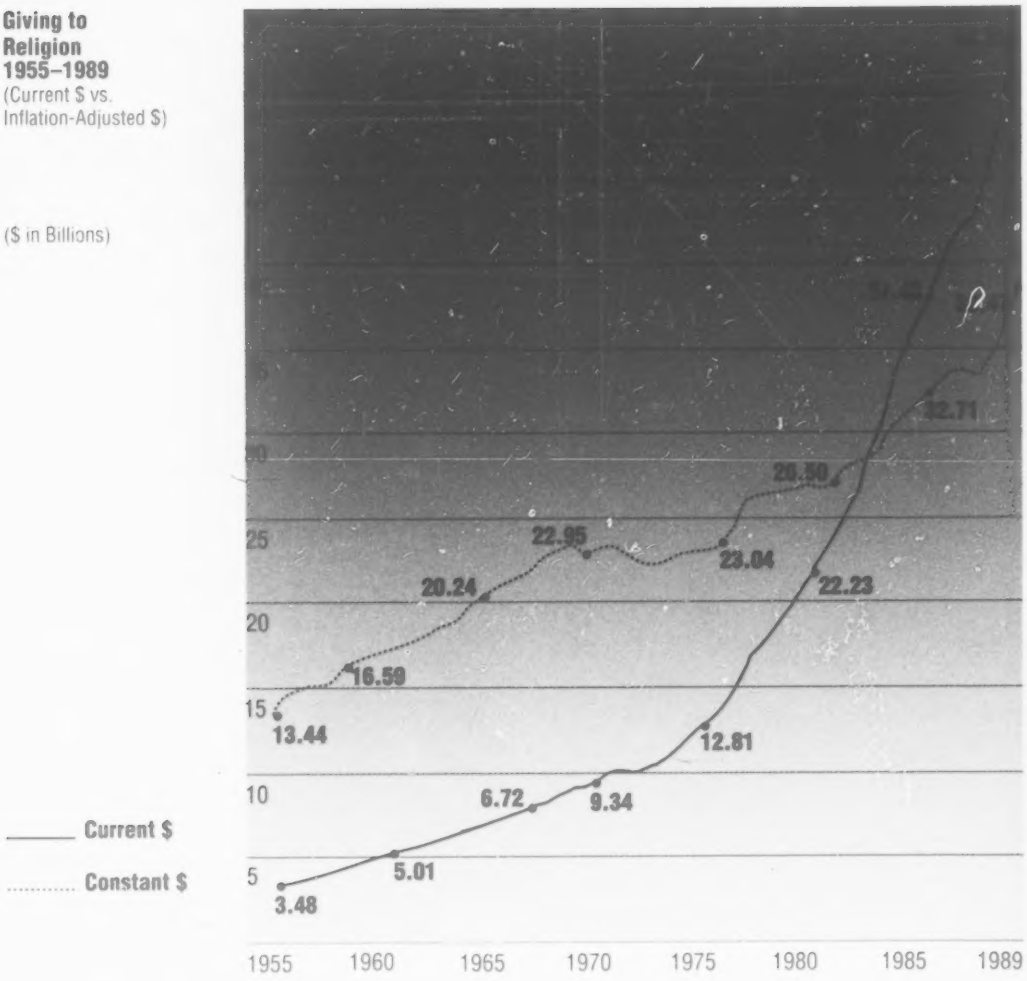

Table 20: Gifts to Religion ($ in Billions)

	Amount		Amount
1970	$ 9.34	**1980**	22.23
1971	10.07	**1981**	25.05
1972	10.10	**1982**	28.06
1973	10.53	**1983**	31.84
1974	11.84	**1984**	35.43
1975	12.81	**1985**	38.21
1976	14.18	**1986**	41.68
1977	16.98	**1987**	43.21
1978	18.35	**1988**	48.09
1979	20.17	**1989**	54.32

Contributions to the nation's houses of worship and other religious institutions reached an estimated $54.32 billion in 1989, an increase of almost 13 percent over the gifts donated the year before.

After adjusting for inflation, the increase registered 7.9 percent.

The estimate of giving to religion is essentially the amount remaining after estimates for other categories are devised. Most organized religious groups in the United States are exempt from the requirement to report donations, but independent studies of religious philanthropy largely confirm *Giving USA's* estimates. Some experts have suggested that the estimate may not include all giving to local houses of worship.

Key Changes Seen in Catholic Giving

Catholic giving and fund raising are likely to undergo significant changes during the next few years, according to an analysis reported in 1989 by a leading Catholic development organization. Such changes would reflect the extent to which dioceses actively adopt the principles of the "Economic Justice for All" pastoral, a widely-reported document issued by the nation's bishops in 1986.

The pastoral called for major reforms in U.S. social and economic policy, including establishing as a human right access to adequate food, shelter, medical care, and other necessities.

According to Thomas M. Nolan, a program director in the Human Rights Office of the Archdiocese of St. Louis, the changes most likely to occur include the following:

- A rise in the need for more funds to finance both "regular operations and ... new initiatives," including expanded efforts against poverty, and higher pay for church employees;
- Closer scrutiny both of donors to Catholic appeals, and of investments made by church money mangers. For example, Catholic officials may be expected to reject donations from sources responsible for environmental degradation and the defense industry, and refuse to invest proceeds in firms doing business in South Africa;
- Less focus on capital campaigns for new buildings, and more attention to such programs as "direct establishment of diocesan social justice offices, and adequate retirement funds for laity and religious women";
- Reduction in donations from "conservative, wealthy Catholics" — a number of whom publicly rejected the pastoral, and who are likely to express further opposition "by curtailing contributions to the Church";
- An increase in overall giving to Catholic endeavors, including "donations from non-Catholic

sources with no history of giving to Catholic efforts." The author noted that, in his own St. Louis diocese, interest in the bishops' pastoral has been expressed by "members of other Christian denominations, Jews, Muslims and non-believers."[1]

Jewish Giving Increases, But Federation Rate Eases

Jewish donors increased their contributions through the major Jewish fund-raising endeavor in 1988 (the last year for which data is available) by 3.5 percent over the previous year, according to information supplied by the Council of Jewish Federations.

However, the 1988 increase was lower than the increases for the three previous years. The highest recent increase was recorded in 1986 (see table below).

The 3.5 percent increase, representing donors in 175 large and small cities served by local Jewish community Federations, reflected gifts of almost $801 million to a wide variety of Jewish secular organizations and causes. The amount raised the year before in the same cities was $774 million.

Actual Jewish giving each year is higher than the released figures, which include only sums secured during annual Federation campaigns. Other donations, not recorded, include endowments, contributions to synagogues and other strictly religious institutions, and money raised through Jewish endeavors operating independently of the Federations. Among these are such organizations as Hadassah, which operates summer youth camps in the United States and a hospital in Israel, and the Hebrew University. In addition, smaller amounts of money are raised by a growing number of newer Jewish organizations representing a liberal or progressive orientation, including the Jewish Fund for Justice, Mazon, the American Jewish World Service, the New Israel Fund, the Shalom Center, and the Shefa Fund, the last of which was established in 1989. Finally, some traditional groups that are beneficiaries of Federation campaigns also raise funds on their own, such as the American Jewish Committee.

Data supplied by the Council revealed that the largest increase — 8.7 percent — was registered in localities where the Jewish population ranged between 9,500 and 18,000. The smallest increase, and in some cases decreases, occurred in areas where the Jewish population amounted to no more than 3,000.

Almost half (44.5 percent) of the money raised by the Federations is allocated to Israel and other overseas Jewish communities through the United Jewish Appeal. About a third goes to education, social welfare and other human service providers, and

Federation of Jewish Philanthropies Campaign Results, 1984-1988
(Representing between 175 and 182 cities)

	Proceeds	% Change
1984	$677,899,573	—
1985	702,108,395	3.6
1986	738,290,007	5.2
1987	774,087,228	4.8
1988	800,991,665	3.5

Source: Council of Jewish Federations

the remainder is used for operating and capital costs, reserves, national agencies, and other expenses.

Protestant Giving Rises, Full Membership Steady

Contributions to about 45 Protestant communions grew by 6 percent to $15.8 billion in 1988, the latest year for which data is available, according to the National Council of Churches of Christ. In 1987, the communions raised $14.9 billion.

During the same period, full membership in the communions grew by 0.3 percent to 45.44 million people, up from 45.30 million the year before.[2]

Religious Credit Cards

In efforts to bolster financial aid to religious human service and education facilities, organized religious-affiliated groups promoted their own credit cards in 1989. Catholic Charities, a coalition of almost 700 social service agencies, sponsored a credit card called "Caritas" during the year. Any purchase made with a Caritas card will benefit Catholic Charities by one-half of one percent of the purchase price. However, the funds so distributed to Catholic Charities will not be considered a tax-deductible contribution by the IRS.

Another religious group reportedly using credit cards to generate funding is the National Conference of Synagogue Youth, an Orthodox Jewish organization.[3]

A growing number of secular organizations have been sponsoring such cards for the past several years, in a move to complement their traditional fund-raising efforts.

Research on Religion in Philanthropy

Scholars exploring dimensions of the U.S. nonprofit sector in 1989 delved into the relationship between philanthropy and major religions at the annual Spring Research Forum, held in March in Chicago. Sponsored by Independent Sector and the United Way Institute, the forum followed the release a year earlier of a major Gallup study on religious giving.

Issues analyzed at the forum included: philanthropy and the black church, expenditures by congregants, Protestant giving and income over a 70-year period, stewardship and almsgiving among Roman Catholics, Jewish giving patterns, comparisons between black and white religious giving, the secularization of philanthropy, and women in Catholic charity during the century ending in 1920.[4]

Evangelical Groups Raise More than $1.6 Billion

Contributions to the 601 evangelical ministries that are members of the Evangelical Council for Financial Accountability (ECFA), a voluntary accrediting agency, reported charitable gifts totaling more than $1.6 billion for fiscal years ending 1988-89. That sum amounted to just above two-thirds of the $2.4 billion in income from all sources reported by the ministries. (Comparable figures for the previous year were not available at publication time.)

The ECFA was founded in 1979 with about 150 members to promote responsible accounting, disclosure, board management and fund-raising standards among evangelical organizations. The group reported that 80 percent of the revenue of member ministries is spent on program activities, including radio and television broadcasting. The remainder is used for administrative and fund-raising expenses.

In another matter pertaining to evangelical fund raising, two groups representing development and stewardship officers merged in 1989. The Christian Stewardship Council and the National Association of Evangelicals Stewardship Commission united to form the Christian Stewardship Association, headquartered in South Daytona, Florida.[5]

Follow-Up to Televangelism Scandals

Jim Bakker, a former leading television evangelist, was found guilty of 24 counts of fraud and conspiracy in a much-publicized trial in 1989. Mr. Bakker, who with his wife Tammy had directed a ministry known as PTL (for Praise the Lord), received a prison sentence of 45 years and a fine of $500,000. The trial galvanized public attention because of the enormous amounts of money raised by media evangelists from at-home viewers.

As a result of the scandals involving the Bakkers and Jimmy Swaggart, public opinion of the trustworthiness of televangelists plummeted to an all-time low during the year, according to a poll taken by the Gallup Organization. "Nearly eight in ten say television evangelists cannot be trusted with their supporters' donations," the study indicated. "In 1980, before the financial scandals and opulent lifestyles of certain popular televangelists were revealed, less than half as many (36%) were distrustful of evangelists handling of funds." The latest survey polled 1,238 adults who are occasional viewers of the television ministries.[6]

In other televangelism developments, Oral Roberts announced in September the closing of his hospital and sale of his home in Tulsa, Oklahoma, because of a $25 million deficit resulting from declines in contributions; and the Internal Revenue Service announced in March that it would audit the financial records of 23 television ministries.[7]

Ex-Evangelicals Organize

An organization of former evangelical and other fundamentalist supporters increased its membership to 50,000 and its budget to $500,000, according to a fund-raising trade newsletter. Founded in 1985, Fundamentalists Anonymous (FA) mounted protests during the year against businesses that the group claimed had succumbed to fundamentalist pressure. Among FA's actions were a boycott of bookstores that withdrew Salman Rushdie's *Satanic Verses* from their shelves following threats on the Iranian author's life by Shiite Muslim fundamentalists; and a written protest delivered to the shareholders of Pepsico, which removed a sexy television ad featuring the popular singer Madonna, allegedly because of dissatisfaction voiced by some Christian fundamentalists. FA announced receipt of several foundation grants during the year, including $150,000 from the New York-based Henry Luce Foundation to train leaders of support groups.[8]

Interfaith Volunteers Offer Service to Disabled

Volunteers from 900 U.S. congregations representing a variety of faiths provided home care and companionship services to some 26,000 elderly and disabled people during a three-year period, according to a 1989 report released by The Robert Wood Johnson Foundation.

Begun in 1983 with a $3.75 million grant from the foundation, the Interfaith Voluntary Caregivers Program (IVCP) organized 25 multi-religious coalitions in urban, suburban and rural areas. An additional 100 coalitions were then established with technical assistance from the IVCP national office in Kingston, New York's Benedictine Hospital.

By 1986, at the end of the three-year project, the religious coalitions had enlisted and trained some 11,000 volunteers, most of whom were members of the participating congregations. These included churches, synagogues and other religious bodies, the report said.

Among the 26,000 people served, more than half lived alone, and only about one-third received care from any formal government or nonprofit agency. The report noted that many recipients eventually volunteered their own services for the program — knitting clothing, collating newsletters, serving as phone-pals, and the like.

The results of the nationwide program, according to the report, "demonstrate that interfaith coalitions are a highly viable approach to organizing caregiving volunteers to assist elderly and disabled people in their homes."[9]

Religion/Art Gala

The Foundation for Religion and the Arts, an interfaith organization founded in 1985, held its first major gala event in May, 1989, at the

Table 21: Religious Affiliation in the U.S.
(Based on reports of 219 religious bodies)

	Houses of Worship	Members
Buddhist	100	100,000
Eastern Churches	1,689	4,077,011
Jewish[1]	3,416	5,935,000
Old Catholic, Polish National Catholic, Armenian Churches	431	826,889
Protestant[2]	319,073	79,328,686
Roman Catholic	23,552	54,918,949
Miscellaneous[3]	1,130	197,203

Note: Islam, not listed in the above table, may have up to six million adherents in the United States.

[1]Including Orthodox, Conservative and Reform branches.

[2]Including Latter Day Saints, Jehovah's Witnesses, and a few others not strictly referred to as "Protestant."

[3]Including groups that define themselves as alternatives to traditional religions, such as Spiritualist, Ethical Culture, Unitarian-Universalist.

Source: Constant H. Jacquet, *1990 Yearbook of Canadian and American Churches*, Abingdon Press, 1990, Nashville.

Museum of the City of New York. Honorary chairman was jazz great Dave Brubeck.

The organization, originally established to help congregations recruit artists for workshops and worship sessions, also cultivates opportunities for artists seeking a religious context in which to express their talents.

The gala event, underwritten by a grant from the L.J and Mary C. Skaggs Foundation of California, featured street theater, dramatic readings, liturgical and other dances, story telling, choral performances, and sculpture and painting exhibits.

Large Gifts to Religion

Gordon-Conwell Theological Seminary
Pew Charitable Trusts
$5,000,000

Asbury Theological Seminary (KY)
Ralph Waldo Beeson
$4,200,000

Religious Institutions as Partners in Community Based Development
Lilly Endowment
$2,250,000

Princeton Theological Seminary
Henry Luce Foundation
$2,000,000

Notes for Giving to Religion

1/ Thomas M. Nolan, "The Economic Pastoral: Implications for Catholic Fund Raising," *The Fund Raising Forum*, April & May, 1989, a publication of the National Catholic Development Conference.

2/ Constant H. Jacquet, Jr. (ed.), *1990 Yearbook of American and Canadian Churches*, Abingdon Press, 1990, Nashville.

3/ Peter Steinfels, "For Catholic Charities, A New Credit Card," *New York Times*, February 4, 1989.

4/ "Christian Stewardship Association Now a Reality," *Christian Stewardship Courier*, Fall 1989.

5/ *Philanthropy and the Religious Tradition: 1989 Spring Research Forum Working Papers*, 1989, Independent Sector and United Way Institute, Washington, D.C.

6/ "Image of TV Evangelists Deteriorates, But Confidence in the Church Remains Unchanged," *PRRC Emerging Trends*, September 1989, Princeton Religion Research Center.

7/ "Evangelist May Shut Hospital," *New York Times*, September 14, 1989; "I.R.S. Auditing Finances of TV Ministries," *New York Times*, March 16, 1989.

8/ *FRM Weekly*, July 12, 1989, Page 3.

9/ "Interfaith Volunteer Caregivers," *Special Report Number One*, 1989, The Robert Wood Johnson Foundation, Princeton, NJ.

Giving to Education 1955–1989
(Current $ vs. Inflation-Adjusted $)

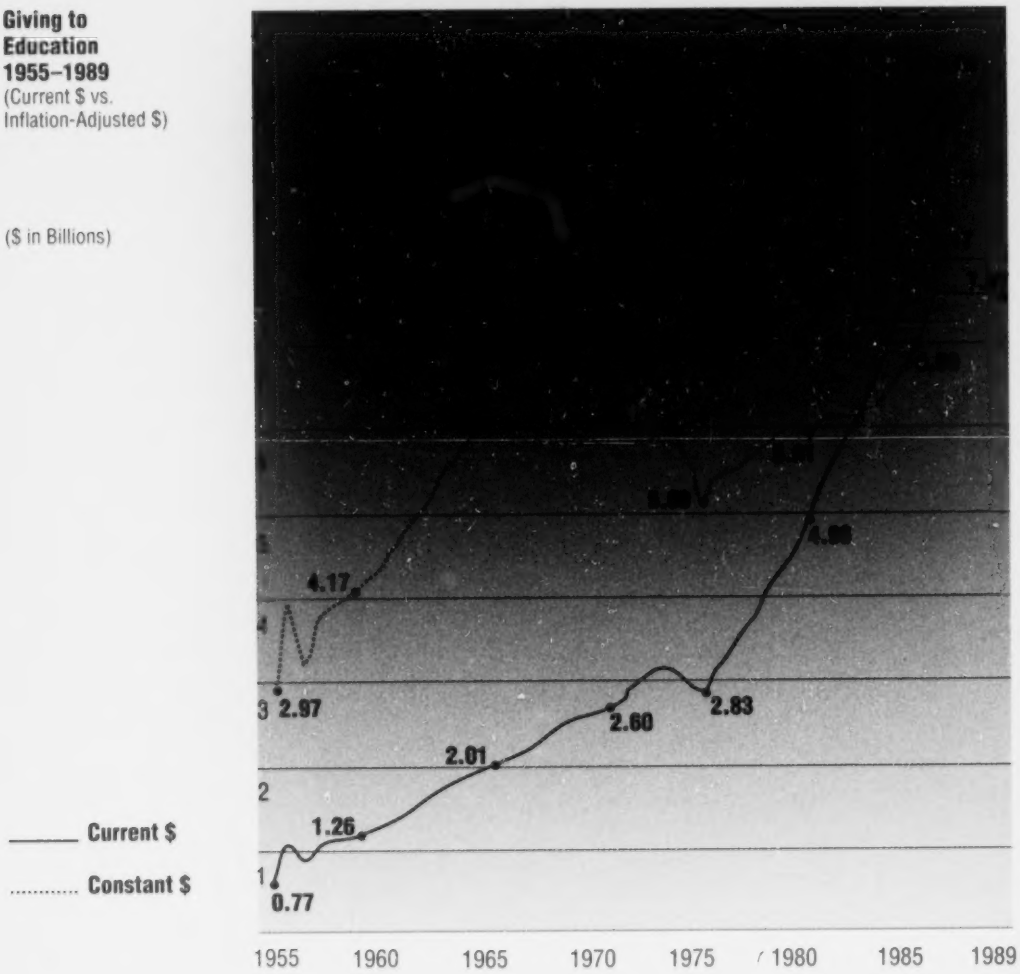

Table 22: Gifts to Education ($ in Billions)

	Amount		Amount
1970	$ 2.60	**1980**	4.96
1971	2.75	**1981**	5.77
1972	2.98	**1982**	6.00
1973	3.10	**1983**	6.65
1974	3.05	**1984**	7.29
1975	2.83	**1985**	8.17
1976	3.28	**1986**	9.39
1977	3.62	**1987**	9.84
1978	4.11	**1988**	10.23
1979	4.54	**1989**	10.69

Source: Data through 1972: The Commission on Private Philanthropy and Public Needs, 1977, U.S. Treasury Department.

Giving to education rose to an estimated $10.69 billion in 1989, an increase of 4.5 percent over the estimate of $10.23 billion donated the previous year.

After adjusting for inflation, gifts to education showed no growth from 1988 to 1989.

Donations to education accounted for 9.3 percent of total philanthropic giving during the year.

Historically, more than 80 percent of gifts to education go to colleges and universities, either through direct donations, scholarships and fellowships, or organizations servicing and affiliated with the colleges.

The estimate of giving to education is projected from an annual survey of higher education conducted by the Council for Aid to Education, listings of grants to other types of schooling and libraries by The Foundation Center, and data released by The Conference Board.

Gifts to Higher Education

Contributions to colleges and universities in the United States in the academic year of 1988-89 rose 8.8 percent to an estimated $8.925 billion, according to the Council for Aid to Education.

In its annual survey of voluntary support, the Council found that individuals (alumni and non-alumni) donated almost $4.4 billion, an increase of more than 10 percent over the previous academic year. Corporations gave $1.9 billion, or 5 percent more, foundations gave $1.7 billion for more than an 8 percent rise, and other donors gave $630 million, 10 percent more than the previous year.

The increase in academic-year 1989 also demonstrated that the previous year's decline in contributions — the first decline registered in 13 years — was not representative of a trend.

Facilities Replacement Cost Estimated at $60 Billion

The "decaying infrastructure" of U.S. colleges and universities, and inadequate modern equipment, would cost $60 billion to rectify, according to a report issued at a meeting held in March for the F.W. Olin Foundation's 50th anniversary. The foundation's major program focus is capital improvement. Prepared by associations representing college plant administrators and business officers, the report warned that the inadequacy of libraries and computer equipment, as well as deteriorating buildings, threatens the future quality of higher education.[1]

Basic Education Problems Generate Proposals for Reform

Problems related to the performance of the nation's elementary and secondary school system received concentrated attention in the philanthropic sector in 1989. This focus reflected a widespread perception

that the schools — especially public schools — are insufficiently preparing students for competitive participation in a rapidly shrinking global economy. One source reported that almost a million youths drop out of school annually.[2]

Examples of increased philanthropic activity in 1989 in this area included:

- A Ford Foundation report on the impact quality preschool education can have on countering the effects of poverty. *Quality Preschool Programs: A Long-Term Social Investment* summarized studies demonstrating that poor children who attended early childhood programs do better intellectually, socially and occupationally than poor children who do not, and that the financial benefit to taxpayers in terms of countering crime and saving on welfare amounted to "nearly six times the cost" of at least one major early childhood program. The report outlined prerequisites for successful programs, including parental involvement, staff training, and more opportunities in preschools for children to solve problems independently, to initiate meaningful conversations with peers and adults, and to "explore materials and interests on their own." Such a curriculum would "accept children on whatever development level they are on."[3]

The Ford Foundation also announced in October a $10 million initiative over five years to improve math education for junior and intermediate high school students, particularly in low-income neighborhoods. The "Quasar" project will be directed by the Learning Research and Development Center at the University of Pittsburgh.[4] (A report from the National Research Council sharply condemned math education in U.S. schools.)[5]

- Fortune magazine's sponsorship of a conference of 200 business executives, foundation officers and educators on steps corporations can take to promote school reform. Participants recommended four approaches to effective business involvement: advocating increased decision-making authority for teachers, and providing more classroom equipment, especially computers; informing local schools of the needs of the corporation, such as employees who are able to think critically, or who have excellent vocational skills; providing more college scholarships, and more information to high school students on how to apply for them; and mobilizing "the whole community" — health care providers, universities, etc. — in reform efforts.[6]
- The Carnegie Corporation's rec-

ommendation of more public school collaboration with "science-rich" institutions such as laboratories and museums. A review of 30 collaborations between public schools and scientific centers concluded that the interaction "generates a spirit of purposefulness and optimism among teachers that has been rare in American schools in the last two decades, particularly in urban communities." The authors called for an expansion of such collaborations, and increased government funding. They cautioned, however, that success should not be measured solely by short run considerations of potential economic impact.[7]

- IBM's $25 million project on teacher training and curriculum development for elementary and high schools. Grants under the project will consist of both funds and equipment, including computer networks and software. The money will be used for training, technical support, travel and other expenses incurred by teams of college and public school teachers. In addition to integrating technology into the curriculum, the project seeks to foster "new understanding about cognition and instructional-systems design in the classroom."[8]

Beyond school reform, grantmakers directed attention to the related problem of illiteracy. Selected examples of philanthropic activity in this area included:

- Gannett Foundation's $420,000 — part of a five-year, $6.5 million commitment made in 1985 — for several nationwide literacy programs. These include the Adult Literacy and Technology Project operated by the nonprofit Peoples Computer Corporation in San Ramos, California; a literacy training exchange established by the National Governors Association (which also received funding from the MacArthur Foundation); and a literacy information network. In addition, Gannett provided $70,000 during the year for local adult literacy projects. Preliminary long-range plans developed by Gannett indicate that allocations for literacy are expected to increase in the next few years, according to a Gannett spokesperson.
- A report by The Rockefeller Foundation concluding that "Many single mothers ... face multiple barriers that impede their ability to obtain jobs, to stay in the labor force, and to progress in a career." The report reviewed literacy skills measurement, and presented strategies for designing literacy programs for single mothers.[9]
- UPS (United Parcel Service) Foundation's multi-year $2.5 million allocation for three nationwide literacy training programs. These

include the New Chance project of the New York-based Manpower Demonstration Research Corporation, which assists teenage mothers in 17 locations; an effort by U.S. Basics, an Alexandria-based nonprofit group, to establish 20 learning centers for immigrants in various parts of the country; and United Way of America's model community-based literacy training in six locations.

- Business, foundation and religious participation in Southwestern University's coalition with Texas schools to establish community-wide literacy and Hispanic cultural heritage programs. The programs are directed towards pupils in kindergarten and the first grade, as well as older children, high school students, and adults. They include, in addition to literacy tutoring, training teachers, nurses and administrators in Hispanic culture to foster mentor relationships; evaluating Spanish language textbooks for pupils through the fifth grade; tutoring in English as a second language; introducing black high school students and their parents to college; developing cultural pride and leadership among Hispanic students; and promoting the hiring of minority faculty by colleges and universities. Funders and service providers for these programs include the Hewlett Foundation, IBM, United Methodist Church, the Meadows Foundation, and local school districts and Chambers of Commerce.

Another University Offers Degree in Nonprofit Management

Case Western Reserve joined a small but growing number of universities and colleges offering a new management degree — the Master of Nonprofit Organizations (MNO), in 1989. The degree is attainable in other colleges providing specialization in nonprofit administration, such as the University of San Francisco, the New School for Social Research in New York City, University of Missouri-Kansas' L. P. Cookingham Institute, and Virginia Polytechnic Institute & State University. Still other institutions offer courses and certificates in the related fields of philanthropy and fund raising. The program at Case is conducted at the campus-based Mandel Center.

The first class of 31 MNO students at Case were welcomed to the campus in August by the George Gund Foundation, the Cleveland Foundation, Cleveland's National City Bank, and area nonprofits. The students reportedly come from a variety of disciplines — arts, social work, political advocacy, religion, business, education, health care, community development, and the law.

The MNO degree appears to reflect a growing need for professionalism

Table 23: Giving to Higher Education by Type of Donor ($ in Millions)

	Amount	% of Total
Alumni		
1979-80	$ 910	23.9%
1980-81	1,049	24.8%
1981-82	1,240	25.5%
1982-83	1,237	24.0%
1983-84	1,305	23.3%
1984-85	1,460	23.1%
1985-86	1,825	24.7%
1986-87	2,346	27.6%
1987-88	2,042	24.9%
1988-89	2,292	25.0%
Non-Alumni		
1979-80	$ 847	22.3%
1980-81	1,007	23.8%
1981-82	1,097	22.6%
1982-83	1,190	23.1%
1983-84	1,316	23.5%
1984-85	1,416	22.4%
1985-86	1,781	24.1%
1986-87	2,066	24.3%
1987-88	1,927	23.5%
1988-89	2,077	23.3%
Foundations		
1979-80	$ 903	23.8%
1980-81	922	21.8%
1981-82	1,003	20.6%
1982-83	1,018	19.7%
1983-84	1,081	19.3%
1984-85	1,175	18.6%
1985-86	1,363	18.4%
1986-87	1,513	17.8%
1987-88	1,601	19.6%
1988-89	1,742	19.5%

	Amount	% of Total
Business		
1979-80	$ 696	18.3%
1980-81	778	18.4%
1981-82	976	20.1%
1982-83	1,112	21.5%
1983-84	1,271	22.7%
1984-85	1,574	24.9%
1985-86	1,702	23.0%
1986-87	1,819	21.4%
1987-88	1,853	22.6%
1988-89	1,947	21.8%
Religion		
1979-80	$ 155	4.1%
1980-81	170	3.3%
1981-82	175	3.6%
1982-83	208	4.0%
1983-84	190	3.4%
1984-85	208	3.3%
1985-86	211	2.8%
1986-87	204	2.4%
1987-88	197	2.4%
1988-89	257	2.7%
Other		
1979-80	$ 289	7.6%
1980-81	334	7.9%
1981-82	369	7.6%
1982-83	397	7.7%
1983-84	437	7.8%
1984-85	487	7.7%
1985-86	518	7.0%
1986-87	552	6.8%
1987-88	574	7.0%
1988-89	632	7.1%

Source: Council for Aid to Education

in administering the nation's burgeoning nonprofit sector. According to the Mandel Center's director, Dennis R. Young, "The potential market for students of nonprofit management is enormously larger than the number of students now studying in the handful of graduate programs now in operation. In addition to the cadres of individuals presently employed in

administrative positions of nonprofit organizations, but not formally trained in management, there are the thousands of nonprofit direct service professionals and volunteers who contemplate future managerial careers."[10]

Mr. Young added that the Center hopes the MNO degree will eventually attain the status now enjoyed by MBAs and MPAs (Masters of Business and Public Administration, respectively).

More Blacks in College in 1988, But Percent of H.S. Grads Below 1976

After more than a decade of decline, the total number of black students in colleges and universities rose in 1988, according to separate sets of data released by the U.S. Department of Education and the United Negro College Fund (UNCF). Nevertheless, according to the American Council on Education (ACE), the percent of black high school graduates in college in 1988 was below the 1976 percentage.

The Education Department statistics, analyzed by the National Institute of Independent Colleges and Universities, showed a rise of slightly more than seven percent in the total number of black students at private schools over 1986. Enrollment of blacks at public institutions remained almost level. The UNCF data showed a five percent increase over 1987.

Notwithstanding the increase in absolute numbers, the percent of black high school graduates in attendance in college in 1988 was below the comparable percentage in 1976, according to the ACE, which issues a yearly status report on minorities in higher education. ACE analyzes data supplied by the Bureau of the Census.

In its most current report, ACE found that 28.1 percent of black high school graduates (between the ages of 18 and 24) were attending college in 1988 — a drop from 33.4 percent in 1976. Black men showed more of a decline than black women.

According to Deborah Carter, one of the authors of the ACE study, the decline in the percentage of college-going black high school graduates may be attributable to insufficient financial aid. "Many feel that college is simply out of reach for them," she informed *Giving USA*. The ACE report shows an increase in black high school graduation rates from 67.5 percent in 1976 to 75.1 percent in 1988.

For Hispanics, the 1988 college enrollment rate was 30.9 percent of high school graduates, down from 35.8 percent in 1976. The Hispanic high school graduation rate remained virtually unchanged, at slightly above 55 percent.[11]

Other philanthropic developments affecting minorities in education included:

- Selection of the winners of a national competition to develop collaborative programs between liberal arts and community colleges

for "minority and nontraditional students." Designed to encourage community college students to go on for a full bachelor's degree, the competition was launched with almost a half million dollars from the Ford Foundation, AT&T Foundation, and Chase Manhattan Bank. Winning colleges were chosen by a panel established by Vassar College and the Association of American Colleges (AAC).

The initial collaborative program, begun in 1985 by Vassar and LaGuardia Community College in New York City, received a $15,000 grant from Transamerica Foundation in 1989. The educators who developed the model partnership, Janet E. Lieberman of LaGuardia and Colton Johnson of Vassar, received the 1989 Charles A. Dana Award for Pioneering Achievements in Higher Education.

In another collaborative development, the American Council on Education and the Ford Foundation announced a $1.2 million program to establish 25 partnerships between two-year and four-year institutions. Like the Vassar-LaGuardia program, these partnerships will seek to increase transfers of community and junior college graduates to the baccalaureate-granting schools.[12]

In California, the Puente Project, which seeks to reduce the dropout rate among Mexican-American students in 20 community colleges, received a $20,000 grant from Pacific Telesis Foundation. Administered by the University of California and California Community Colleges, the grant funded three conferences, a marketing strategy, an informational video, and the entry of five new Southern California colleges to the Puente network. Puente, or "bridge," brings together English teachers, Mexican-American counselors, and Latino community mentors to work with students at 20 community colleges.

- Major gifts to colleges for minority student recruitment. A few examples: Southwestern University received a $500,000 endowment for minority scholarships, and a pledge of an additional $500,000 from Houston Endowment. Ohio State University received a five-year $1.2 million grant from the Howard Hughes Institute for a variety of science programs, including broadening opportunities in science for minority students. Vassar received $200,000 from the Compton Foundation for scholarships for low-income students. North Carolina State University received a $20,000 endowment from SAS Institute in Raleigh for scholarships for minority undergraduates majoring in computer science.

- Sponsorship by Associated Medical Schools of New York State of a

three-year pilot program to increase the number of minority medical students. Funding came from the Robert Wood Johnson Foundation and the state government. Two days a week, 13 participating medical schools provide tutoring in study skills, practical experience in affiliated hospitals and laboratories, and classes in math, science and language arts. Most of the students are from low-income areas. Tutors are usually themselves minority medical students. About a third of the nation's medical schools have some type of program to encourage enrollment by minority or low-income students.[13]

- Initiation of a $2.5 million project by the Charles A. Dana Foundation to increase the number of minority college teachers. The program, which links five historically black colleges with Duke University, reflects a broad movement among educators and funders to increase the number of minority teachers on both the college and pre-college levels. A task force representing elementary, secondary and higher education formed in 1989 to address the issue. Founders included the Washington Higher Education Secretariat and the Forum of Education Organization Leaders, two umbrella groups representing numerous educational associations.[14]

- Support for American Indian Tribal Colleges from the MacArthur Foundation ($5.7 million), U.S. West Foundation, Fred L. Emerson Foundation and Ellis L. Phillips Foundation. Philanthropic interest followed release of a Carnegie Foundation report on the importance of the tribal colleges, and their "painfully restricted" resources.[15]

Education Highlights

Other philanthropic news in the area of education during 1989 included:

- The market value of college and university endowments increased to $54.6 billion, representing a rise of 14.1 percent over the previous year;[16]

- Only 39 percent of the American public thinks the value of a college education is worth more than it costs, according to a survey prepared by the Gallup Organization for the Council for Advancement and Support of Education (CASE). Another 35 percent feels the cost equals the value, and 22 percent believe a college education is worth less than it costs;[17]

- The Borg-Warner Foundation, viewing Chicago as a "microcosm of America," announced a three-year $1.5 million program to "increase expectations and foster student achievement" in Chicago's

elementary, secondary and higher education systems. Programs funded under "Project Achievement" devise ways of improving the academic success rate of children from low-income backgrounds.[18]

Large Gifts to Education

U. of Texas Southwestern Medical Center (Dallas)
Harold C. Simmons
$41,000,000

U. of Notre Dame
Edward J. Debartolo
$33,000,000

National College of Education
Michael W. Louis
$33,000,000

New York U.
Laurence A. and Preston Robert Tisch Families
$30,000,000

NYC Public Elementary Schools
Dewitt Wallace Reader's Digest Fund
$30,000,000
three years

Northwestern U.
Robert R. McCormick Charitable Trust
$30,000,000

U. of Illinois
Arnold and Mabel Beckman Foundation
$28,000,000

U. of Pennsylvania
Saul P. Steinberg
$25,000,000

U. of Miami
Frank Smathers, Jr. and Mary Belle
$21,000,000
Property and maintenance

U. of Alabama at Birmingham
Civitan International
$20,000,000
Over 20 years

U. of Richmond
Robert S. Jepson Jr.
$20,000,000

Northwestern U.
Annenberg Foundation
$20,000,000

Princeton U.
Howard Hughes Medical Institute
$15,000,000

U. of California at Berkeley
Haas Family of Levi Strauss & Co.
$15,000,000

U. of Utah
James LeVoy Sorenson
$15,000,000

U. of California at Berkeley
Y and H Soda Foundation
$15,000,000

U. of California at Berkeley
Wayne and Gladys Valley Foundation
$15,000,000

Industrial Technology Institute
W.K. Kellogg Foundation
$14,000,000

Lehigh U.
Lehigh Class Reunion Fund Gifts
$13,428,851

U. of Florida
Ben Hill Griffin Jr.
$10,000,000

Brandeis U.
Howard Hughes Medical Institute
$10,000,000

U. of Pennsylvania
Walter H. Annenberg
$10,000,000

Boston College
Wallace E. Carroll
$10,000,000

Royal Ballet School
Nissan United Kingdom
$10,000,000
in pounds

Wellesley College
Elisabeth Kaiser Davis and Stanton W. Davis
$10,000,000

U. of Notre Dame
Charles K. Fischer
$10,000,000

Seton Hall U.
Robert E. Brennan
$10,000,000

U. of Pittsburgh
Ford Foundation
$10,000,000

Yale U.
Estate of Harry M. Day
$9,000,000
Property

Louisiana State U.
IBM Corporation
$8,520,157
Cash and Equipment

U. of California-Irvine
Edra E. Brophy and William J. Gillespie
$8,500,000

Lincoln Memorial U.
Estate of B. Frank Turner
$8,000,000

Hebrew Union College
Skirball Foundation
$8,000,000

U. of California at Berkeley
Lucille P. Markey Charitable Trust
$8,000,000

Illinois Institute
Robert R. McCormick Charitable Trust
$8,000,000

Yale U.
John D. and Catherine T. MacArthur Foundation
$7,500,000
Five years

Duke U.
Lucille P. Markey Charitable Trust
$7,500,000

U. of Iowa
National Aeronautics and Space Administration
$7,100,000

Johns Hopkins U.
Lucille P. Markey Charitable Trust
$7,100,000

U. of Arizona
Richard Avedon
$7,100,000

Cooper Union for the Advancement of Science and Art
Albert Nerken
$7,000,000

Harvard U. John F. Kennedy School of Government
Malcolm H. Wiener
$7,000,000

Pennsylvania State U.
IBM Corporation
$6,600,000

Scripps College
W. M. Keck Foundation
$6,500,000

U. of Kansas
Philip and Nancy Anschutz
$6,500,000

Deerfield Beach High School In Florida
Estate of James. D. and Alice Baker
$6,400,000

Bowling Green State U.
Stranahan Foundation
$6,000,000

U. of Redlands
Richard C. and Virginia Hunsaker
$6,000,000

Carnegie Mellon U.
Richard King Mellon Foundation
$6,000,000

University City Science Center (Philadelphia)
Pew Memorial Trust
$5,500,000

Wofford College
F.W. Olin Foundation
$5,500,000

U. of Washington
Hewlett-Packard Corporation
$5,500,000

Boston U.
Gerald Tsai
$5,500,000

McDonnell-Pew Program in Cognitive Neuroscience (PA)
Pew Memorial Trust
$5,500,000

Arkansas College
Mr. and Mrs. Frank Lyon Sr. and Mr. and Mrs. Frank Lyon Jr.
$5,250,000

U. of Washington
Boeing Company
$5,225,000
over five years

U. of Tennessee
H. Christopher Whittle
$5,200,000

Gustavus Adolphus College
Olin Foundation
$5,100,000

Rockefeller U.
Lucille P. Markey Charitable Trust
$5,000,000

Indiana U.
Lilly Endowment
$5,000,000

U. of Southern California School of Urban and Regional Planning
Ralph and Goldy Lewis
$5,000,000

Lenoir-Rhyne College
Anonymous
$5,000,000

Gordon-Conwell Theological Seminary, South Hamilton, Ma
J. Howard Pew Freedom Trust
$5,000,000

U. of Nevada
Verna Harrah
$5,000,000

MIT
Knight Foundation
$5,000,000

U. of Miami School of Medicine
Harcourt M. and Virginia W. Sylvester Foundation
$5,000,000

Northwestern U.
Lucille P. Markey Charitable Trust
$5,000,000

Western Michigan U.
Haworth Inc.
$5,000,000

Ball State U.
George and Frances Ball Foundation
$5,000,000

Massachusetts Institute of Technology
Vira I. Heinz Endowment
$5,000,000

Lake Forest College
Wesley M. and Suzanne S. Dixon
$5,000,000

University of Washington
Prentice Bloedel
$5,000,000

U. of Maine
Elizabeth B. Noyce
$5,000,000

Whittier College
Lusk Company
$5,000,000

U. of Miami
Knight Charitable Trust
$5,000,000

U. of Michigan
Francois-Xavier Bagnoud Association
$5,000,000

Drake U.
Gardner and Florence Call Cowles Foundation
$5,000,000

Concordia College
Earl and Dorothy Olson
$5,000,000

Sewanee — The University of the South
Anonymous
$5,000,000

New York U.
Marshall Manley
$5,000,000

Palm Beach Community College
Burt Reynolds
$5,000,000

Dartmouth College
Peter Kiewit Foundation
$4,500,000

U. of Southern California School of Dentistry
John B. and Helen J. Wilson
$4,400,000

Seton Hall U.
Robert E. Brennan
$4,200,000

Duke University's Fuqua School of Business
J.B. Fuqua
$4,000,000

Smith College
Anne and Robert Bass
$4,000,000

U. of Florida
M. E. Rinker Sr. Foundation
$4,000,000

U. of Wisconsin-Madison
Arthur C. Neilsen Jr.
$4,000,000

Duke U.
Duke Endowment
$3,740,000

Hardin-Simmons U.
Estates of Dr. and Mrs. William Buel Irving
$3,600,000

Stetson U.
Estate of Sara George
$3,600,000

Hardin-Simmons U.
Estate of Mr. and Mrs. William Buel Irvin
$3,600,000

U. of Missouri
W.K. Kellogg Foundation
$3,600,000

Duke University Benjamin N. Duke Leadership Fund
Duke Endowment
$3,520,000

Southeast Missouri State U.
Louis Daniel Brodsky and Saul L. Brodsky
$3,500,000
Books & manuscripts by W. Faulkner.

Thomas Jefferson U.
Lucille P. Markey Charitable Trust
$3,500,000

Washington U.
Emerson Electric Company
$3,400,000

Wayne State U.
United Automobile Workers of America
$3,400,000

California State U. at Sacramento
AT&T
$3,200,000

Radcliffe College
Anonymous
$3,200,000

American Reading Council and INTERFACE (NY)
Dewitt Wallace Reader's Digest Fund
$3,000,000

U. of Hartford
Harry J. Gray
$3,000,000

Boston U.
Henry Luce Foundation
$3,000,000

Pennsylvania State U.
IBM Corporation
$3,000,000
Computer Equipment

Oregon State U.
Mercedes A. Bates
$3,000,000

Boston U.
David C. Mugar
$3,000,000

U. of Wisconsin
John and Jerry Frautschi
$3,000,000

New York University
Anonymous
$3,000,000

College of Santa Fe
Greer Garson
$3,000,000

Michigan State U.
Ford Motor Company
$3,000,000

Punahou School in Honolulu
James and Robert Wo
$3,000,000

Wheaton College
Anson M and Jean Beard Jr.
$3,000,000

Rhodes College
Buckman Family
$3,000,000

Massachusetts Institute of Technology
CIBA-GEIGY Limited
$3,000,000

Columbia U.
Mortimer B. Zuckerman
$3,000,000

U. of Pennsylvania
Pew Memorial Trust
$3,000,000

SUNY at Buffalo
Anonymous
$3,000,000
securities

St. John's U.
Henry Luce Foundation
$3,000,000

Seton Hall U.
Henry Luce Foundation
$3,000,000

Johns Hopkins U. (MD)
Whitaker Foundation
$3,000,000

Santa Clara U.
Henry Luce Foundation
$3,000,000

U. of Illinois at Urbana-Champaign
Sony Corporation
$3,000,000

Colby College
Henry Luce Foundation
$3,000,000

U. of Washington
Whitaker Foundation
$3,000,000

U. of Notre Dame
Henry Luce Foundation
$3,000,000

Mundelein College
Henry Luce Foundation
$3,000,000

U. of Richmond
Robert S. and Alice Jepson Jr.
$3,000,000

Creighton U.
Henry Luce Foundation
$3,000,000

Wheaton College
L. G. Balfour Foundation
$3,000,000

Fordham U.
Henry Luce Foundation
$3,000,000

Mount Holyoke
Henry Luce Foundation
$3,000,000

Notre Dame U.
Clare Boothe Luce Fund
$3,000,000

Georgetown U.
Henry Luce Foundation
$3,000,000

Marymount College
Henry Luce Foundation
$3,000,000

Trinity College
Henry Luce Foundation
$3,000,000

Columbia U.
Ford Foundation
$3,000,000
over 3 years

Georgetown U.
Clare Boothe Luce Fund
$3,000,000

Fordham U.
Clare Boothe Luce Fund
$3,000,000

Mundelein College
Clare Boothe Luce Fund
$3,000,000

Mount Holyoke
Clare Boothe Luce Fund
$3,000,000

Marymount U.
Clare Boothe Luce Fund
$3,000,000

St. John's U.
Clare Boothe Luce Fund
$3,000,000

Santa Clara U.
Clare Boothe Luce Fund
$3,000,000

U. of Iowa
John Papajohn
$3,000,000

Creighton U.
Clare Boothe Luce Fund
$3,000,000

Colby College
Clare Boothe Luce Fund
$3,000,000

Seton Hall U.
Clare Boothe Luce Fund
$3,000,000

Boston U.
Clare Boothe Luce Fund
$3,000,000

Villanova Preparatory School
Henry Luce Foundation
$3,000,000

Villanova School
Clare Boothe Luce Fund
$3,000,000

Trinity College
Clare Boothe Luce Fund
$3,000,000

U. of Southern California
W.M. Keck Foundation
$2,900,000

Wells College
Estate of Florence K. Fitzpatrick
$2,800,000

Judson College
Robert and Beth Linder
$2,750,000

California State Polytechnic U.
W.K. Kellogg Foundation
$2,707,823

Monterey Institute of International Studies
John and Theiline McCone
$2,700,000

Rochester Institute of Technology
Valid Logic Systems Inc.
$2,700,000
Software

Muskingum College
Estate of Thomas A. Boyd
$2,700,000

Oklahoma Baptist U.
Paul Dickinson
$2,600,000

Duke U.
Alfred P. Sloan Foundation
$2,560,000

U. of South Florida
Hugh F. Culverhouse
$2,500,000

Salisbury State U.
Charles R. and Martha N. Fulton
$2,500,000

Rochester Institute of Technology
Estate of Ted Chapman
$2,500,000

Ball State U.
Ball Brothers Foundation
$2,500,000

U. of Michigan
W.K. Kellogg Foundation
$2,500,000

Lenoir-Rhyne College
Harley F. Shuford Sr. and Family
$2,500,000

Peace College
Mr. and Mrs. Perry A. Sloan, Jr
$2,500,000

Ohio State U.
Estate of Lucile Kennedy
$2,500,000

Louisiana State U.
Freeport-McMoran Inc.
$2,500,000

The Pew Initiative in Diplomatic Training 1988-91
J. Howard Pew Freedom Trust
$2,500,000

U. of Pittsburgh
Ford Foundation
$2,500,000

U. of Michigan
Ford Motor Company
$2,500,000

U. of Maryland
Hewlett-Packard Corporation
$2,500,000
Computer Equipment

U. of Notre Dame
Miles Laboratories Foundation
$2,500,000

Columbia U.
Sherman Fairchild Foundation
$2,500,000

U. of North Carolina at Chapel Hill
Estate of Mary Elizabeth Thomas
$2,500,000

Catholic U. of America
Raymond A. Dufour
$2,500,000

Emory U.
Joseph B. Whitehead Foundation
$2,500,000

Cornell U.
Emerson Electric Company
$2,500,000

Northwestern U.
Chicago Community Trust
$2,500,000

U. of Maine Foundation
Estate of J. Larcom Ober
$2,500,000

U. of Virginia
MacArthur Foundation
$2,475,000
over two years

U. of Virginia
John D. and Catherine T. MacArthur Foundation
$2,475,000

Stanford U.
Hewlett-Packard Company
$2,400,000

U. of Southern California
Hewlett-Packard Company
$2,400,000

Washington U.
W. M. Keck Foundation
$2,300,000

Dartmouth College
IBM Corporation
$2,200,000
Computer Software

Woodrow Wilson National Fellowship Foundation
Ford Foundation
$2,200,000

American Council on Education
Ford Foundation
$2,100,000

Reading is Fundamental (DC)
Chrysler Corporation Fund
$2,075,000

Tulane U.
Reily Foundation
$2,000,000

Northwestern U.
Theodore R. and Annie Laurie Sills
$2,000,000

Johnson & Wales U.
Louis Szathmary
$2,000,000
culinary arts & gastronomic artifacts

Cold Spring Harbor Laboratory
W. M. Keck Foundation
$2,000,000

L.G. Pinkston High, Detroit,
Pepsi Cola Company
$2,000,000

Southwestern High School
Pepsi Cola Company
$2,000,000

Boston Latin School
IBM Corporation
$2,000,000

U. of Missouri-Columbia School of Journalism
Knight Foundation
$2,000,000

Michigan State U.
Charles Stewart Mott Foundation
$2,000,000

Northwestern U.
Knight Foundation
$2,000,000

GMI Engineering and Management Institute
Charles Stewart Mott Foundation
$2,000,000

Wichita State U.
Howard, Rose, Milly and Gerald Marcus
$2,000,000

Washington U.
Anheuser-Busch Foundation
$2,000,000

Mississippi State College
Mississippi Valley Gas Company
$2,000,000

Mount Vernon College
Estate of Malinda Barlow Robertson
$2,000,000

Claremont McKenna College
Shirley H. and Benjamin Z. Gould Family Foundation
$2,000,000

Trinity College
Malinda R. Farrow
$2,000,000

U. of Florida
U.S. Sen. George A. Smathers
$2,000,000
Property

Indiana U.
Howard Hughes Medical Institute
$2,000,000

Hamline U.
Robert S. Jepson Jr.
$2,000,000

College of Wooster
Henry Luce Foundation
$2,000,000

U. of Chicago
Howard Hughes Medical Institute
$2,000,000

Western Michigan U. Foundation
UpJohn Company
$2,000,000

University of Southern California
James Irvine Foundation
$2,000,000

U. of Colorado
Howard Hughes Medical Institute
$2,000,000

U. of Missouri
IBM Corporation
$2,000,000
Equipment

Mississippi State U.
Dave C. Swalm
$2,000,000

Center for Advance Study in Behavioral Sciences, Stanford (CA)
John D. and Catherine T. MacArthur Foundation
$2,000,000

Coker College
Mr. and Mrs. Richard G. Coker
$2,000,000

Cornell U.
Howard Hughes Medical Institute
$2,000,000

New York U.
Raymond Chambers
$2,000,000

Northwestern U.
Joseph and Bessie Feinberg Foundation
$2,000,000

Rochester Institute of Technology
Anonymous
$2,000,000

Catholic U. of America
Knights of Columbus
$2,000,000

New York U.
Walter H. Annenberg
$2,000,000

Drake U.
Madelyn L. Glazer
$2,000,000

U. of South Carolina
Philip A. Rhodes
$2,000,000

U. of Iowa
Angelini Pharmaceuticals
$2,000,000

Yale U.
W. M. Keck Foundation
$2,000,000

Ohio Wesleyan U.
E. J. Benes
$2,000,000

Canisius College
Richard J. Wehle
$1,900,000

U. of California at Santa Cruz
Estate of Alfred E. Hahn
$1,900,000

Harvard U. (MA)
Ford Foundation
$1,892,000

Wichita State U.
IBM Corporation
$1,843,555
Software Equipment

Christian College Consortium
J. Howard Pew Freedom Trust
$1,800,000

Mississippi County Community College
Anonymous
$1,800,000

Washington State U.
AT&T
$1,800,000

U. of Washington
W.M. Keck Foundation
$1,750,000

Indiana Vocational Technical College
Lilly Endowment
$1,747,000

Duke U. Medical Center
Robert Wood Johnson Foundation
$1,702,182

Frances Payne Bolton School of Nursing at Case Western Reserve U.
Carl and Margaret Davis Walter
$1,700,000

Wayne State U.
Estate of William Hawkins Ferry
$1,700,000

Cornell U.
Pew Memorial Trust
$1,700,000

Wayne State U.
Estate of William Hawkins Ferry
$1,700,000

Quest International (Granville, Ohio)
W.K. Kellogg Foundation
$1,699,925

U. of Miami School of Medicine
Marta S. and L. Austin Weeks
$1,650,000

Group X of the Kellogg National Fellowship Program
W.K. Kellogg Foundation
$1,610,000

Massachusetts Institute of Technology
Digital Equipment Corporation
$1,600,000

Duke U.
Pew Memorial Trust
$1,600,000

Washington State U.
Estate of Harold P. Curtis
$1,600,000

U. of South Florida
Teco Energy
$1,600,000

Lehigh U. Mid-Atlantic Preservation Service
Pew Charitable Trusts
$1,580,000

U. of Illinois at Urbana-Champaign
Howard Hughes Medical Institute
$1,500,000

U. of North Carolina
Howard Hughes Medical Institute
$1,500,000

Carnegie Mellon U. (PA)
Andrew W. Mellon Foundation
$1,500,000

Southern Methodist U.
Moody Foundation
$1,500,000

U. of Southern California
Bette Kaplan
$1,500,000

Findlay College
Estate of Ruth Corwin Endly
$1,500,000

Southern Methodist U.
Fondren Foundation
$1,500,000

U. of South Florida
Dr. James P. and Heather Gills
$1,500,000

University of Rochester
William F. and Margaret Warner Scandling
$1,500,000

Eureka College
Ronald B. Cerf
$1,500,000

Texas Lutheran College
Houston Endowment
$1,500,000

U. of Texas Southwestern Medical Center at Dallas
Meadows Foundation
$1,500,00

Indiana State U.
Chapman and Suzanne Root
$1,500,000

Clemson U.
R. Roy Pearce
$1,500,000

Literacies Institute in the Boston Educ. Dev. Ctr.
Andrew W. Mellon Foundation
$1,500,000

Birmingham-Southern College
Mr. and Mrs. Lee J. Bruno
$1,500,000

U. of California at Berkeley
Helen Wills Roark
$1,500,000
Trust

Colorado State U.
Howard Hughes Medical Institute
$1,500,000

U. of Pennsylvania
Merck Company Foundation
$1,500,000

Duke U.
Howard Hughes Medical Institute
$1,500,000

Fairfield University
Ira W. DeCamp Foundation
$1,500,000

Tufts U.
Howard Hughes Medical Institute
$1,500,000

California Institute of Technology
John R. McMillan
$1,500,000

U. of Rochester
William F. and Margaret Warner Scandling
$1,500,000

U. of Arizona
Howard Hughes Medical Institute
$1,500,000

California Institute of Technology
Michael M. Scott
$1,500,000

U. of California at Berkeley
Hewlett-Packard Company Foundation
$1,500,000

Bellarmine College
James Graham Brown Foundation
$1,500,000

Oregon State U.
Hewlett-Packard Company
$1,500,000

Butler U.
Ruth Lilly
$1,500,000

U. of California at Berkeley
Bank America Foundation
$1,500,000

U. of Toledo
Harold and Helen Mcmaster
$1,500,000

U. of Kansas
Forrest E. and Sally Roney Hoglund
$1,500,000

U. of Pittsburgh
USX Foundation
$1,500,000

Harvard U.
Cleary, Gottlieb, Steen and Hamilton
$1,500,000

U. of Southern California Ethel Percy Andrus Gerontology Center
American Association of Retired Persons
$1,500,000

U. of Nevada at Las Vegas
Paul Sogg
$1,500,000

Fairfield U.
Decamp Foundation
$1,500,000

Bowdoin College
Estate of Doris Pike White
$1,500,000

Case Western Reserve U.
Herbert H. and Grace Dow Foundation, Dow Chemical Co., Dow Corning Co.
$1,500,000

U. of Miami
Estate of Robert Z. Greene
$1,400,000

Macalester College
Pew Memorial Trust
$1,400,000

Mid-States Consortium-Beloit College
Pew Charitable Trusts
$1,400,000

City College-CUNY
Howard Hughes Medical Institute
$1,400,000

U. of New Mexico
W.K. Kellogg Foundation
$1,389,765

Pennsylvania State U.
E. I. Dupont DeNemours and Company
$1,375,000

U. of South Florida
Hugh and Joy Culverhouse
$1,300,000

U. of Pittsburgh at Bradford
Tullah Hanley
$1,300,000

Brown U.
Susan A. Gerbi
$1,300,000

Antioch College
Lloyd Family
$1,300,000

Central Washington U.
Estate of Corinne Farrell
$1,300,000

Brandeis U.
W.K. Kellogg Foundation
$1,300,000

University of Southern California
Estate of Edith Hass Redmond
$1,300,000

East Carolina U.
Estate of Thomas W. Rivers
$1,300,000

St. Mary's College
Estate of Alton Sparkman
$1,300,000

Princeton University
James S. McDonnell Foundation
$1,280,000

Columbia Business School of Columbia U.
William T. Dillard
$1,250,000

Pennsylvania State U.
Robert J. and Marcia Udine Day
$1,250,000

Northwestern U.
Polk Bros. Foundation Inc.
$1,250,000

U. of Rhode Island
Vincent A. Sarni
$1,250,000

U. of Pennsylvania
Christopher H. Browne
$1,250,000

U. of Notre Dame
L. G. Balfour Foundation
$1,250,000

Northwestern U.
Joseph and Bessie Feinberg Foundation
$1,250,000

Northwestern U.
Kirkland and Ellis Foundation and Partners of the Firms
$1,250,000

U. of Pennsylvania
Natalie I. Koether
$1,250,000

Northwestern U.
Estate of Corinne F. Pick
$1,241,566

Loyola College
Estate of Frank Cuccia
$1,230,000

U. of Iowa
W.K. Kellogg Foundation
$1,227,745

American Council of Teachers of Russian (DC)
Ford Foundation
$1,220,000

Carnegie Mellon U.
Howard Hughes Medical Institute
$1,200,000

U. of California at Irvine
Howard Hughes Medical Institute
$1,200,000

Seton Hall U.
Warner-Lambert Company
$1,200,000

U. of Pennsylvania
Howard Hughes Medical Institute
$1,200,000

U. of California at San Diego
Howard Hughes Medical Institute
$1,200,000

U. of Texas, Austin
Ford Foundation
$1,200,000

U. of Puerto Rico
Howard Hughes Medical Institute
$1,200,000

Ohio State U.
Howard Hughes Medical Institute
$1,200,000

Carnegie Mellon U.
Pew Memorial Trust
$1,200,000

U. of North Carolina
Robert Wood Johnson Foundation
$1,200,000

Case Western Reserve U.
Howard Hughes Medical Institute
$1,200,000

Wichita State U.
Daniel J. Taylor
$1,200,000

Pennsylvania State U.
Howard Hughes Medical Institute
$1,200,000

Rockhurst College
Estate of Richard E. Powell
$1,200,000

U. of Wisconsin at Milwaukee
Howard Hughes Medical Institute
$1,200,000

U. of Southern California
Don Shaw
$1,200,000

Wayne State U.
Howard Hughes Medical Institute
$1,200,000

U. of California at Davis Howard Hughes Medical
Institute
$1,200,000

U. of Michigan
Nippon Life Insurance Company of Japan
$1,200,000

New York U.
Howard Hughes Medical Institute
$1,200,000

U. of Utah
Howard Hughes Medical Institute
$1,200,000

U. of Illinois (Urbana-Champaign)
Amoco Technology Company
$1,200,000

Stanford U.
Bradford M. Freeman
$1,200,000

U. of Chicago
Ford Motor Company
$1,200,000

Western Maryland College
Samuel H. and Elsie W. Hoover
$1,200,000

U. of Toledo
Nippon Electric Glass Company
$1,200,000

DePauw U.
Frank W. Branden
$1,200,000

Edgewood College
Oscar Rennebohm Foundation
$1,200,000

Yale U.
Carl A. Morse
$1,200,000

U. of Kansas
Monte L. Murphy
$1,200,000

American Council on Education
Ford Foundation
$1,200,000

Stanford U.
Sanwa Bank Ltd.
$1,200,000

Randolph-Macon College
Estate of J. Rives Childs
$1,200,000

Stanford U.
Ohbayashi Corporation of Tokyo
$1,200,000

U. of Tennessee
Westinghouse Company and Foundation
$1,200,000

U. of Houston
John and Rebecca Moores
$1,100,000

New York U.
W.K. Kellogg Foundation
$1,100,000

U. of Kentucky
AT&T
$1,100,000

Bush Leadership Fellows (MN)
Bush Foundation
$1,057,000

Morehouse School of Medicine
Henry J. Kaiser Family Foundation
$1,048,345

U. of North Carolina
Geraldine R. Dodge Foundation
$1,020,000

Johns Hopkins U.
Pew Memorial Trust
$1,020,000

U. of Southern California
School of Medicine
National Cancer Institute
$1,006,049

Lehigh U.
Howard Hughes Medical Institute
$1,000,000

Vermont Law School
Julien and Virginia Cornell
$1,000,000

Rochester Institute of Technology
Eastman Kodak Company
$1,000,000

Morehouse College
Oprah Winfrey
$1,000,000

U. of Notre Dame
Grace Foundation Inc.
$1,000,000

Virginia Polytechnic Institute and State U.
Estate of Edward Singleton and Hattie Wilson Diggs
$1,000,000

U. of California at Los Angeles
Lester B. and Carolbeth Korn
$1,000,000

Rockefeller U. (NY)
Pew Memorial Trust
$1,000,000

Washington College (MD)
Starr Foundation
$1,000,000

Stanford U.
Howard Hughes Medical Institute
$1,000,000

College of William and Mary
Estate of Irene Murden
$1,000,000

Northeastern University
L.G. Balfour Foundation
$1,000,000

William Mitchell College of Law
Russell Baumgardner
$1,000,000

Wheaton College
William and Flora Hewlett Foundation
$1,000,000

Gordon College
Anonymous
$1,000,000

U. of Texas at Austin
Freeport-McMoran Inc.
$1,000,000

U. of California at Berkeley
Walter H. Schorenstein
$1,000,000

Washington U. (MO)
Robin E. Hernreich
$1,000,000

Wake Forest U.
Wachovia Bank and Trust Company
$1,000,000

Marquette U.
Marquette U. Jesuit Associates
$1,000,000

Williston Northampton School
Anonymous
$1,000,000

Carnegie Mellon U.
Westinghouse Educational Foundation
$1,000,000

Louisiana State U.
Howard Hughes Medical Institute
$1,000,000

College of William and Mary
Howard Hughes Medical Institute
$1,000,000

Lawrence U.
Patricia Hamar Boldt
$1,000,000

St.John's University
William and Joyce Sexton and Frank and Julia Ladner
$1,000,000

Smith College
Frances Bell Osgood
$1,000,000

U. of Tennessee
Lindsay Young
$1,000,000

Johns Hopkins U.
Merck Company Foundation
$1,000,000

Smith College
R. Mary Upjohn Meader
$1,000,000

North Carolina State U.
Estate of Gunnar W.W. Nicholson
$1,000,000

Purdue U.
Howard Hughes Medical Institute
$1,000,000

Smith College
Florence Freedman and Bernard J. Starkoff
$1,000,000

Drew U.
Amelior Foundation
$1,000,000

Mary Washington College
Alice Andrews and Robert S. Jepson Jr.
$1,000,000

U. of Richmond
E. Carlton Wilton
$1,000,000

U. of Tennessee
Calin A. Buehler
$1,000,000

Stanford U.
Walter Schorenstein
$1,000,000

Illinois Institute of Technology
Charles and Lee Finkl
$1,000,000

Howard U.
Reginald R. Lewis
$1,000,000

Marquette U.
Glenn and Gertrude Humphrey Foundation
$1,000,000

Northwestern U.
Chicago Community Trust
$1,000,000

Webster U.
J.E. and L.E. Maybee Foundation
$1,000,000

Louisiana State U.
Alvin C. Copeland
$1,000,000

U. of Southern California
Prudential Foundation
$1,000,000

Northwestern U.
Bertha and Max Dressler
$1,000,000

Mississippi State U.
Robert M. Hearin Foundation
$1,000,000

Mississippi State U.
Hess Foundation
$1,000,000

Union College
Max N. and Elsie Mae Christianson
$1,000,000

Lewis and Clark Community College
Spencer T. and Ann W. Olin Foundation
$1,000,000

U. of Nevada at Las Vegas
Universal Distributing of Nevada and Universal Company of Tokyo
$1,000,000

John Hopkins U.
Howard Hughes Medical Institute
$1,000,000

U. of Washington
Ford Motor Company
$1,000,000

U. of Rochester
Peter D. Watson
$1,000,000

Rice U.
Howard Hughes Medical Institute
$1,000,000

Smith College
Robert R. Young Foundation
$1,000,000

California Institute of Technology
Weingard Foundation
$1,000,000

U. of California at Berkeley
Arthur Andersen and Company
$1,000,000

Cincinnati Public Schools
GE Foundation
$1,000,000

U. of Miami
Mary Belle and Frank Smathers, Jr.
$1,000,000

Washington U.
May Department Stores
$1,000,000

U. of Kentucky
Toyota Motor Corporation
$1,000,000

U. of Southern California
Comprehensive Cancer Center
Flora L. Thornton Foundation
$1,000,000

John Hopkins Medical Institution
Merck Company Foundation
$1,000,000

State U. of New York (Buffalo)
Seymour H. Knox Foundation
$1,000,000

Presbyterian College
John I. Smith Charities, Inc.
$1,000,000

Ohio Wesleyan U.
Robert Manchester
$1,000,000

Brown U.
Howard Hughes Medical Institute
$1,000,000

Missouri Valley College
J.E. and L.E. Maybee Foundation
$1,000,000

Alvernia College
Frank A. Franco
$1,000,000

U. of Minnesota
Howard Hughes Medical Institute
$1,000,000

Duke U.
Edwin A. Morris
$1,000,000

Pine Manor College
Walter H. Annenberg
$1,000,000

U. of California at Santa Cruz
Howard Hughes Medical Institute
$1,000,000

U. of Illinois at Chicago
Howard Hughes Medical Institute
$1,000,000

Pennsylvania Sate U.
Kenneth B. Waterbury
$1,000,000

St. Bonaventure U.
Anonymous
$1,000,000

U. of Southern California
Howard Hughes Medical Institute
$1,000,000

Massachusetts Institute of Technology
Howard Hughes Medical Institute
$1,000,000

Lehigh U.
Estate of Blanche E. Jacobson
$1,000,000

New York U.
Pew Memorial Trust
$1,000,000

Brandeis U.
Pew Memorial Trust
$1,000,000

U. of Texas at Austin
Houston Endowment
$1,000,000

Emory U.
Howard Hughes Medical Institute
$1,000,000

U. of Kansas
Southwestern Bell Foundation
$1,000,000

Princeton U.
Howard Hughes Medical Institute
$1,000,000

Milwaukee Public Schools
GE Foundation
$1,000,000

U. of Colorado
Estate of Jean Naylor Lindsley
$1,000,000

Jefferson County Schools, Louisville
GE Foundation
$1,000,000

Yale U.
Howard Hughes Medical Institute
$1,000,000

St. Louis University
Anonymous
$1,000,000

Kalamazoo College
Anonymous
$1,000,000

U. of Kansas
Howard Hughes Medical Institute
$1,000,000

U. of Vermont
Howard Hughes Medical Institute
$1,000,000

U. of Washington
Howard Hughes Medical Institute
$1,000,000

U. of Virginia
Howard Hughes Medical Institute
$1,000,000

Holy Cross College
Anonymous
$1,000,000

Pepperdine U.
John F. Purfield
$1,000,000

Presbyterian College
Anonymous
$1,000,000

U. of Missouri
Howard Hughes Medical Institute
$1,000,000

U. of Notre Dame (IN)
Coca Cola Company
$1,000,000

U. of California at Irvine
Donald Bren
$1,000,000

Johns Hopkins U.
Pew Charitable Trusts
$1,000,000

DePauw U.
Robert V. Copeland
$1,000,000

Kendall Young Library
Estate of Richard Whiteman
$1,000,000

Harvey Mudd College
Ralph M. Parsons Foundation
$1,000,000

West Virginia U.
Claude Worthington Benedum Foundation
$1,000,000

National Board For Professional Teaching Standards
Carnegie Corporation of New York
$1,000,000

Georgia Institute of Technology
IBM Corporation
$1,000,000

Mississippi State U.
Honda Motor Company
$1,000,000

U. of Miami
Marc and Nick Buoniconti
$1,000,000

St. Olaf College
Bush Foundation
$1,000,000

Stevens Institute of Technology
Howard Hughes Medical Institute
$1,000,000

Macalester College
Robert H. and Elizabeth Olander
$1,000,000

Miami U.
Howard Hughes Medical Institute
$1,000,000

Brandeis U.
Madeleine Hass Russell
$1,000,000

Columbia U.
Howard Hughes Medical Institute
$1,000,000

U. of Miami
Lucille and Dewitt Daughtry, M.D.
$1,000,000

Trinity College
George A. Kellner
$1,000,000

Duke U.
Perry A. Sloan Jr. and Lillie Duke Clements Sloan
$1,000,000

George Washington U.
Consolidated Rail Corp.
$1,000,000

Ball State U.
Family of Alexander M. Bracken
$1,000,000

U. of Miami
Dr. and Mrs. Sanford Ziff
$1,000,000

Hampden-Sydney College
E. Rhodes and Leona B. Carpenter Foundation
$1,000,000

U. of Southern California
American Association of Retired Persons
$1,000,000

University of Buffalo Foundation's Pathways to Greatest Campaign
James H. Cummings Foundation
$1,000,000

Dartmouth College
Howard Hughes Medical Institute
$1,000,000

U. of Charleston
Estate of Blanche E. Jacobson
$1,000,000

U. of North Carolina at Wilmington
William E. Sisson
$1,000,000

U. of California at Berkeley
Chevron U.S.A. Inc.
$1,000,000

U. of North Dakota
Estate of Ray Duggan
$1,000,000

State U. of New York at Buffalo
Estate of Milton Plesur
$1,000,000

U. of Miami
Abbey Foundation
$1,000,000

Northeastern U.
Sherman Fairchild Foundation
$1,000,000

U. of Wisconsin at Madison
Philip D. Reed Foundation
$1,000,000

Lake Erie College
Estate of Mrs. Jane White Lincoln
$1,000,000

Rensselaer Polytechnic Institute
Howard Hughes Medical Institute
$1,000,000

U. of Texas at Austin
Howard Hughes Medical Institute
$1,000,000

Harvard U.
Walter H. Annenberg
$1,000,000

U. of Southern California
Friends of Jesse Unruh Committee
$1,000,000

Oklahoma State U.
M.B. Seretean
$1,000,000

Columbia U.
W. M. Keck Foundation
$1,000,000

Alma College
Lawrence Beck and Family
$1,000,000

U. of Arizona
V. E. Frazier
$1,000,000

Monmouth College
Stanley S. Bey
$1,000,000

U. of Oregon
Carolyn Chambers
$1,000,000

U. of Notre Dame
Lloyd L. Boehnen Family
$1,000,000

U. of Pittsburgh
Henry Luce Foundation
$1,000,000

U. of Michigan
Henry Luce Foundation
$1,000,000

U. of California at Los Angeles
Henry Luce Foundation
$1,000,000

U. of California at Berkeley
Henry Luce Foundation
$1,000,000

Hendrix College
Winthrop Rockefeller Charitable Trust
$1,000,000

Lincoln Memorial U.
Estate of J. Frank White
$1,000,000

Furman U.
William R. Timmons Jr., Charles M. Timmons and Jean Timmons Pellham
$1,000,000

U. of Nevada at Las Vegas
Frank Fertitta Jr.
$1,000,000

U. of Notre Dame
William E. and Peggy Dotterweich
$1,000,000

U. of California at Davis
Estate of Ruth Reid
$1,000,000

Oregon State U.
Sara Hart Kimball
$1,000,000

Medical College of Hampton Roads
Lillian W. Norfleet
$1,000,000

Utah State U.
Huntsman Chemical Corporation
$1,000,000

Marymount U.
Family of Emerson G. Reinsch
$1,000,000

Manhattanville College
Pepsico Inc.
$1,000,000

U. of Southern California
Dr. and Mrs. James Sheets and Dr. Cherilyn Sheets
$1,000,000

Marquette U.
Kellstadt Foundation
$1,000,000

Indiana Institute of Technology
Edward J. Schaefer
$1,000,000

Indiana Corporation for Science and Technology
Lilly Endowment
$1,000,000

Illinois Institute of Technology
McGraw Foundation
$1,000,000

Case Western Reserve U.
Rudolph and Susan Rense
$1,000,000

U. of Michigan
Ford Foundation
$1,000,000

Rensselaer Polytechnic Institute
Albert W. Laurence
$1,000,000

U. of Pennsylvania
Independence Foundation
$1,000,000

U. of Rochester
Independence Foundation
$1,000,000

Vanderbilt U.
Independence Foundation
$1,000,000

Wartburg College
Elmer Wavering
$1,000,000

Yale U.
Independence Foundation
$1,000,000

New York U.
Independence Foundation
$1,000,000

Connecticut College
Estate of Hans and Ella Vahlteich
$1,000,000

Wartburg College
Frederick W. Hagemann
$1,000,000

Butler U.
Florence Goodrich Dunn
$1,000,000

Hollins College
Estate of Sally Barret George
$1,000,000

U. of Evansville
Jennings and Josephine Carter
$1,000,000

Mississippi State U.
Texas Petrochemical Corporation
$1,000,000

Rush U.
Independence Foundation
$1,000,000

Boston Latin School
Marshall S. Cogan
$1,000,000

Emory U.
Independence Foundation
$1,000,000

University of Virginia
Pepsico
$1,000,000

U. of Southern California
Pacific Enterprises
$1,000,000

Scripps College
Kresge Foundation
$1,000,000

Weber State College
Glassman Foundation
$1,000,000

Northwestern U.
Partners of Sidley and Austin
$1,000,000

Northwestern U.
Chicago Community Foundation
$1,000,000

Northwestern U.
Owen L. Coon Foundation
$1,000,000

Hampton-Sydney College
William R. Kenan Jr. Fund
$1,000,000

U. of California-Irvine
Ast Research Inc.
$1,000,000

U. of North Carolina at Chapel Hill
James M. Johnston Trust for Charitable and Educational Purposes
$1,000,000

St. John's College
J.E. and L.E. Maybee Foundation
$1,000,000

U. of Notre Dame
Coca Cola Company
$1,000,000

Northwestern U.
Morris and Alice Kaplan
$1,000,000

Case Western Reserve U.
Independence Foundation
$1,000,000

Johns Hopkins U.
Independence Foundation
$1,000,000

Note: The 1989 edition of *Giving USA* misreported six large gifts. The following gifts in 1988 were received by *Northeastern University* in Boston: Amelia Peabody Charitable Fund ($1 million), Sherman Fairchild Foundation ($1 million), L.G. Balfour Foundation ($1 million), Raytheon Company ($1 million), Anonymous ($2 million), Anonymous ($1 million).

Notes to Giving to Education

1/ "Decaying American Campus: A Ticking Time Bomb," Association of Physical Plant Administrators of Universities and Colleges, and National Association of College and University Business Officers, 1989. Cited in *FRM Weekly* (a fund-raising trade publication), April 26, 2989.

2/ Larry Brown, President of the 70001 Training & Employment Institute, in a press release (April 17, 1989). The Institute aids dropouts and potential dropouts.

3/ David P. Weikart, *Quality Preschool Programs: A Long-Term Social Investment*, Ford Foundation, 1989, New York, Pages 12, 18.

4/ *The Ford Foundation Letter*, November, 1989.

5/ National Research Council, *Everybody Counts: A Report to the Nation on the Future of Mathematics Education*, National Academy Press, 1989, Washington, D.C. Cited in *Higher Education and National Affairs* (hereafter HENA), January 30, 1989.

6/ Nancy J. Perry, "How To Help America's Schools," *Fortune*, December 4, 1989.

7/ J. Myron Atkin and Ann Atkin, *Improving Science Education Through Local Alliances*, A Report to The Carnegie Corporation of New York, Network Publications, 1989, Santa Cruz, CA, Page 5.

8/ Judith Axler Turner, "IBM Plans 5-Year, $25 million Program to Improve Teacher Training," *Chronicle of Higher Education*, May 10, 1989.

9/ *Literacy and the Marketplace: Improving the Literacy of Low Income Single Mothers*, The Rockefeller Foundation, 1989, New York.

10/ "Center's First MNO Class Arrives on Campus," *Nonprofit Notes*, Fall 1989, Mandel Center for Nonprofit Organizations, Case Western Reserve University.

11/ Michael Marriott, "Black Enrollment in College Up After Long Decline, U.S. Says," *New York Times*, March 30, 1990; Deborah J. Carter and Reginald Wilson, *Eighth Annual Status Report: Minorities in Higher Education*, American Council on Education, 1989, Washington, D.C., Table 1.

12/ "Ford Awards ACE $1.2 Million for Transfer Project," *HENA*, June 5, 1989.

13/ Felicia R. Lee, "Medical Schools Open Doors to Minority Teen-Agers," *New York Times*, October 24, 1989

14/ Charles J. Hartley, "Dana Fund Starts $2.5 Million Project to Prompt Minority Students to Become College Teachers," *Chronicle of Higher Education*, April 26, 1989. Also: "Educators Set Plans to Increase Number of Minority Teachers," HENA, April 10, 1989.

15/ Carnegie Foundation for the Advancement of Teaching, *Tribal Colleges — Shaping the Future of Native Americans*, Princeton University Press, 1989, Lawrenceville, N.J. Grant information from *HENA*, September 11 and November 20, 1989.

16/ Liz McMillen, "Endowments Rebound, Up 14.1% in Year," *Chronicle of Higher Education*, February 21, 1990.

17/ "Attitudes About American Colleges," Gallup Organization, prepared for Council for Advancement and Support of Education, August 1989. Cited in *HENA*, October 9, 1989.

18/ Request for Proposals for "Project Achievement," Borg-Warner Foundation, Chicago.

Giving to Health 1955–1989
(Current $ vs. Inflation-Adjusted $)

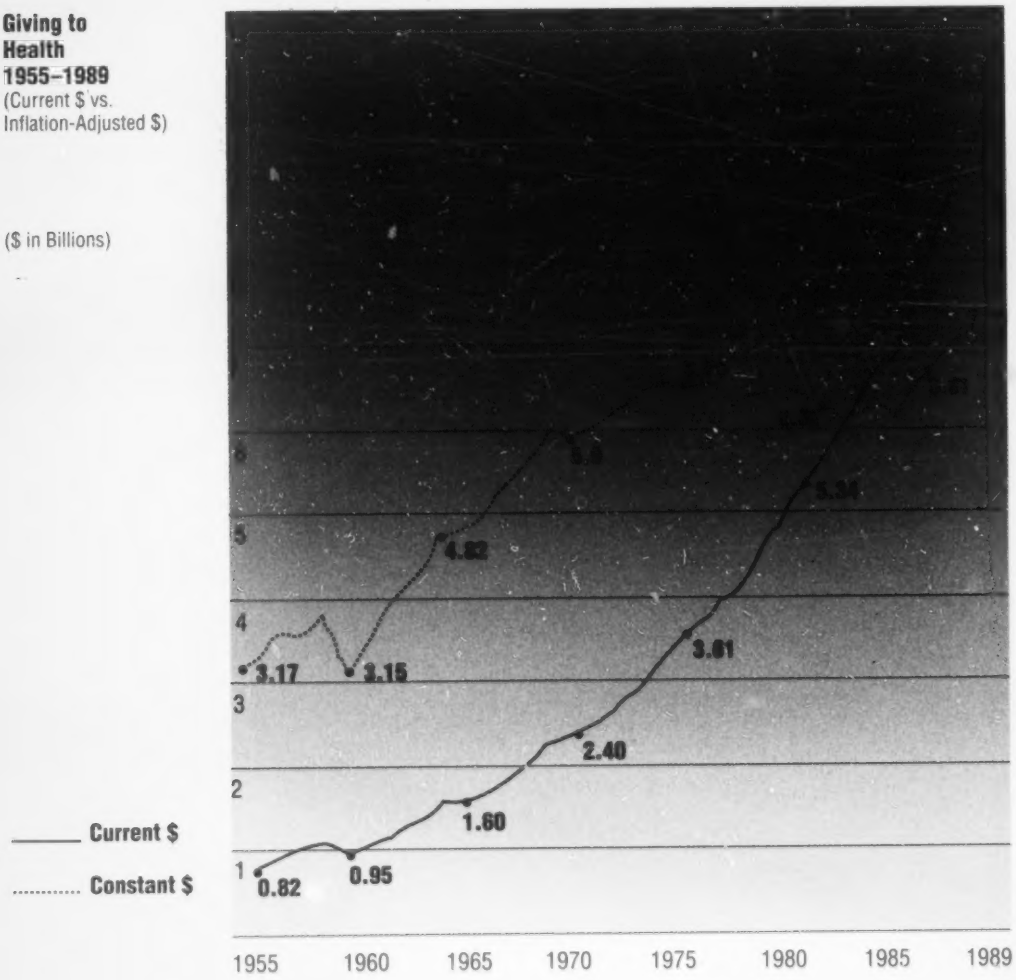

Table 24: Gifts to Health ($ in Billions)

	Amount		Amount
1970	$2.40	**1980**	5.34
1971	2.61	**1981**	5.79
1972	2.80	**1982**	6.15
1973	3.10	**1983**	6.68
1974	3.37	**1984**	6.84
1975	3.61	**1985**	7.72
1976	3.92	**1986**	8.44
1977	4.09	**1987**	9.22
1978	4.52	**1988**	9.58
1979	4.94	**1989**	10.04

Source: Data through 1972: The Commission on Private Philanthropy and Public Needs, 1977, U.S. Treasury Department.

Giving to nonprofit health associations, hospitals and other care facilities in the United States in 1989 rose to an estimated $10.04 billion, an increase of 4.8 percent over the revised estimate of $9.58 billion donated the year before.

In inflation-adjusted dollars, the 1989 donations reflected no growth over the year before.

Donations to health comprised 8.8 percent of total giving in 1989.

The estimate of giving to health is projected from a survey of more than 100 leading health associations conducted by the AAFRC Trust for Philanthropy, and a survey of 390 voluntary nonprofit hospitals conducted by the National Association for Hospital Development.

Financial details of 501(c)(3) health associations appear in their Federal 990 forms, available for inspection at the IRS Freedom of Information Reading Room in Washington, D.C., and district IRS offices. Some associations may provide the forms directly.

Gifts to Health Associations

Contributions to 114 of the nation's leading health associations in 1989 reached $1.389 billion, a jump of more than 10.9 percent over the $1.252 billion the same groups received the year before. After adjusting for inflation, the increase amounted to nearly 6 percent.

The almost 11 percent increase in the rate of contributions growth contrasts starkly with the negligible 1 percent rate achieved by the health groups in 1988. That year, after adjusting for inflation, the associations actually experienced a drop in the amount of gifts by more than 3 percent.

Average contributions obtained by the groups in 1989 amounted to $12.1 million.

Recipients of the largest amounts of money in 1989 included the American Cancer Society ($319.4 million), American Heart Association ($205.7 million), Muscular Dystrophy Association ($107.4 million), American-Lebanese Syrian Association Charities ($91.7 million), American Lung Association ($88.6 million), Planned Parenthood Federation of America ($85 million), National Easter Seal Society ($84.7 million), and the National Multiple Sclerosis Society ($76 million). Some of these groups also received United Way allocations, which raised the totals between one and four percentage points. (See Table 23.)

Individuals provided almost two-thirds, or 65 percent, of the gifts to health associations in 1989. Bequests accounted for 18 percent, corporations almost six percent, and foundations slightly above two percent. Other sources, including special benefits or combined fund drives, provided nine percent of the total.

Gifts to Hospitals

Gifts to 1400 major nonprofit hospi-

tals in fiscal 1989 reached an estimated $1.933 billion, up less than 2 percent from the gifts received the previous fiscal year. The data was released by the National Association for Hospital Development (NAHD), which surveyed 390 hospitals and projected the results to the 1400.

Average donations to the hospitals amounted to $1,380,000.

The slight increase — which amounts to a decrease of almost 3 percent after adjusting for inflation — was attributed by NAHD to the effects of the Tax Reform Act of 1986. That law contains several provisions lowering the tax benefits of philanthropic contributions.

Beyond the $1.93 billion in cash contributions, hospitals received property, art and other non-cash gifts worth $86 million during the fiscal year — a drop of almost half from the $150 million in fiscal 1988.

This drop in non-cash gifts was also attributed by NAHD specifically to the Tax Reform Act, which provides that deductions of property can only equal the price the donor originally paid for the item, not the market value at the time of donation. "In the past two years," said William C. McGinly, NAHD President, "hospitals and medical centers have seen appreciated property being sold rather than donated simply because the tax benefit incentive to give was no longer present."

McGinly added that "We acknowledge that the tax advantage is not the motivation in the decision-making process to give. However, the tax advantage does influence the amount of the gift."

A tiny sampling of significant philanthropic donations to hospitals in 1989 included: the Duke Endowment's grants of almost $3 million for operating expenses to 175 hospitals and 42 child care institutions in North and South Carolina; the Robert Wood Johnson Foundation's $2 million multi-site project to improve the quality of hospital patient care (based on a popular program in the Netherlands); Intermark, Inc. President Charles Scott's pledge of $1,100,000 towards Scripps Memorial Hospital's $100 million capital campaign, which Mr. Scott chairs; and Dr. and Mrs. W. C. Winter of San Antonio's donation of $200,000 to the Whittier Institute for Diabetes and Endocrinology at Scripps.

Hospital Finances Show Slight But Uneven Gains

Notwithstanding the flattened level of donations, the financial picture for nonprofit hospitals improved slightly in 1989, judging by data reflecting operations for the first half of the year, when hospitals reportedly tend to be more profitable. But the improved performance was not uniform across the country, and the overall operating margin rate (income over costs) was only two percent, not sufficient for depreciation and future

capital needs, as revealed by one major survey.[1]

Two broad factors contribute to the financial difficulties of nonprofit hospitals, according Martin Strussion, Director of the SSM Health Care System — a Missouri-based network of 14 Catholic hospitals sponsored by the Franciscan Sisters of Mary. Addressing members of Congress at a Mid-America Conference on the 1990 federal budget, Mr. Strussion said: First, Medicare reimbursement correlates neither to the severity of patient illness nor to the actual costs of medical labor, supplies and technology. Second, many hospitals are ineligible for reimbursement under the "swing bed" policy, whereby acute-care beds are converted to extended or nursing care beds, as needed. Ineligible hospitals must therefore sustain the entire expense of retaining extended-care patients, until they are placed with alternate care facilities.[2]

If private, nonprofit hospitals struggled in 1989, the picture was far more bleak for public hospitals, which are dependent almost entirely on government allocations. In California, for example, public hospitals were forced to deny admission to emergency patients 40 percent of the time in January alone; for patients living in the inner city, the "diversion rate" was 63 percent, according to an analysis published by the National Academy of Sciences and the Institute of Medicine. Contributing to the funding crisis for public hospitals was the reduction in Medicaid reimbursements, which by the late 1980's covered less than 40 percent of the nation's poor. At its maximum, Medicaid covered 70 percent.

State strategies to raise funds for public hospitals included earmarking taxes on lotteries, cigarettes, and alcohol; requiring employers to provide insurance for all employees; and developing "insurance-based" programs which have been equated with medical credit cards, because they allow patients to choose their own health care.[3]

Cost of Health Care Rose Again in 1989

Because philanthropy accounts for a very small proportion of the roughly half-trillion dollars in national health care expenditures, the 10 percent increase in gifts to the field did not impact seriously on health costs to American consumers. According to the U.S. Commerce Department, the price of health care went up 6.99 percent over the previous year. And the health insurance component of these costs soared by 11.5 percent. By contrast, inflation in the service sector as a whole was only 4.7 percent (it was even lower in the total economy).

One major factor spurring the rise in costs, according to experts, is the longer-term care needed by an ever-aging population.

But the increasing financial burden is not borne solely by individual consumers. No segment of the population seemed immune to health inflation during the year. Employers, for example, saw their bills on health benefits for employees leap 16.7 percent, according to a survey conducted by A. Foster Higgins & Company, a Princeton-based benefits consulting firm. That survey pinpointed four contributing factors: greater use of high technology and drug therapies, catastrophic illness claims for such diseases as AIDS, more outpatient services, and mental health and substance abuse expenses.[4]

The half trillion spent in the United States in 1989 on health, according to the Health Care Financing Administration, reflected a ten percent hike from the year before.[5]

New Research on Cost vs Care

While the rise in the cost of health care came as no surprise — similar data has been emerging yearly throughout the decade — the impact of rising costs on access to care, and indeed on the very quality of the care, has never been documented. That should change under a $12 million research project announced by the Robert Wood Johnson Foundation.

"Cost containment efforts, new technologies and changing practice patterns have all had profound effects on our health care system, but there has been little research to document the impact of these changes," said Leighton E. Cluff, M.D., then president of the foundation, in announcing the project. The three-year effort will fund research on health financing and organization strategies, and on demonstrations to test new strategies.

Will Rising Global Costs Spur Hospitals to Become Advocates?

The seemingly intractable rise in the cost of health care, which consistently outpaces inflation both in the overall economy and in the service sector, should spur hospitals all over the world to engage in health policy advocacy, as well as provide basic services, in the view of an international health expert.

Marc LaLonde, former Canadian Health and Finance Minister, argued before a world assembly of health officials that lower costs can result primarily from a social policy of health improvement, which entails active involvement of patients in their own health care and in their community's health services. He presented his views at the International Hospital Congress, held in The Hague, Netherlands, in June, 1989.

Dr. LaLonde urged institutional providers such as hospitals and clinics to engage forcefully in social and fiscal policy making on health care. This would include developing strategies to encourage greater individual and community decision-making in matters of health; retraining

medical staff to encourage such client decision-making; supporting alternatives to traditional health care; linking disparate community health services; and securing funds for more "health promotion."[6]

In another philanthropic development pertaining to global health care, a new International Task Force for Disease Eradication held its first meeting on April 13, 1989, at Emory University, and a second meeting in October. Funded partially by the Charles A. Dana Foundation, the Task Force identified five diseases as "candidates for eradication." They are poliomyelitis, guinea worm, yaws (and endemic syphilis), measles, and rabies. Members of the Task Force represent the Dana Foundation, the Carnegie Corporation of New York, the Institute of Medicine, the Centers for Disease Control, the Task Force for Child Survival, UNICEF, and the Swedish Academy of Sciences.[7]

Donors Explore Strategies On Nursing Shortage

Health-oriented donors in 1989 addressed the nation's growing shortage of nurses, a shortage that promises to surpass even its present crisis proportions unless major reforms are instituted, according to both philanthropic and government sources.

Grantmakers in Health (GIH), representing foundations and donor programs of corporations and financial institutions, devoted its 1989 annual conference to the issue. Speakers explored the causes of the shortage, changing demographic characteristics of nurses, working conditions, resources for the future nursing workforce, education, and rural nursing.

Most of the speakers maintained that the nursing shortage was driven by an increase in demand generated by an older patient population and more specialized, high-technology care units. Linda Aiken, a professor of nursing at the University of Pennsylvania, pointed to cost containment measures as adding to the problem. Hospitals lay off licensed practical nurses and orderlies, she said, and then seek to "hire more nurses for less pay" to perform tasks previously done by the support staff.[8]

Much of the factual information presented to conferees derived from two national reports: *What to Do About the Nursing Shortage* issued by The Commonwealth Fund in 1989, and the *Report of the Secretary's Commission on Nursing* from the U.S. Department of Health and Human Services, released in December 1988.

Key points of the Commonwealth Fund's report included:

- The U.S. has faced serious nursing shortages several times since World War II;
- Primary causes of the present shortage, in addition to those mentioned above, include a "significant increase ... in the utilization

of very ambitious surgery"; the successful treatment of "very ill patients" who nevertheless "require intensive care again when they become ill because their general health becomes precarious"; and advocacy by professional nursing associations of better educated nursing staff in hospitals;

- Four potential sources of supply to meet the present crisis are: nurses currently not working, nurses working outside the field, nurses employed (as nurses) in non-hospital settings, and part-time nurses;
- Four populations from which future nurses should be sought include: recent college graduates, displaced workers (including males), non-nurses already working in health care, and poor and minority individuals.[9]

Following release of the study, the Commonwealth Fund announced a $1 million effort to equip RNs with managerial and financial skills equivalent to those provided to graduate business students. The funds will enable ten leading colleges and universities to develop joint MBA-MSN degree programs.

The report of the Secretary's Commission, a 25-member public advisory panel to the Department of Health and Human Services, concluded that while the country "is demanding more nurses to provide increasingly technical, complex, and cost-effective patient care ... Fewer potential entrants to the profession are viewing nursing as an attractive career alternative." The Commission recommended:

- Sufficient staffing in hospitals and other health care institutions to free nurses for direct care service; and appropriate personnel policies that reflect varying educational, competence and experiential levels among nurses;
- Increased federal sponsorship of computerized information systems and other labor-saving technologies; and more government funding for nurse recruitment and retention;
- Collaboration among hospitals, nurse associations, insurers and government to improve budgeting, reporting and other management functions concerning nursing;
- Greater participation of nurses in policy decision-making and management;
- Recognition of the often unacknowledged value of nurses by hospital management and doctors, and promotion of a positive and accurate image of nursing to the public;
- Increased compensation; and more financial aid to nursing students from grantmakers, hospitals and government;
- Cooperation among state govern-

ments, schools of nursing, nurse associations and hospitals to assure relevant curricula, and to otherwise provide for continued professional development.[10]

Other philanthropic developments pertaining to the nursing shortage during the year included:

- Joint grants from the Robert Wood Johnson Foundation and the Pew Charitable Trusts to 80 hospitals and hospital networks in 41 states for nursing improvement. The one-year, $50,000 grants — awarded under a $26.8 million program — will facilitate planning and restructuring nursing strategy. Hospitals will use the funds to develop five-year plans addressing organization of patient care, communication between nurses and medical staff, coordination of nursing with dietary, pharmacy and housekeeping functions, reward systems, and management.
- A $3 million matching grant program from the Robert Wood Johnson Foundation to attract more people to the nursing field, and to advance nursing skills. Proposals were requested from nonprofit and public agencies, which are required to provide one dollar for every three awarded by the foundation. Winners will be announced in 1990.

AIDS Donor Group Grows to 800

Funders Concerned About AIDS (FCAA), an association of grantmakers who fund or otherwise support the fight against Acquired Immune Deficiency Syndrome and the HIV pandemic, broadened its participation to 800 foundations and corporations in 1989. An affinity group of the Council on Foundations, FCAA was founded in 1987.

Headquartered in New York City, FCAA encourages more grantmakers to provide funding and assume community leadership roles on AIDS matters, develops and shares informational materials, sponsors conferences and other educational events, and provides technical assistance to grantmakers.

FCAA also published the first three issues of its newsletter in 1989, *Bulletin*, available only to members and the media. The newsletter reports on funding programs of its members, upcoming events, suggestions for grantmakers beyond funding, dealing with the media, brief features on AIDS consortiums in various cities, book reviews, and an ongoing AIDS "dictionary."

The affinity group's chair is Joyce Bove of the New York Community Trust, and its executive director is Michael Seltzer, a human resources consultant to corporations, foundations and nonprofit organizations.

In April, at the Council on Foundation meeting, FCAA presented its second annual Humanitarian Leadership Award to The NAMES Project, sponsor of an international memorial

to people who have died of the disease. The memorial, composed of individual quilt panels with the names of the deceased, tours cities across the U.S. and Canada in fund-raising efforts.

Other philanthropic developments on AIDS in 1989 included:

- Broadcast of the first national television series on the pandemic, "The AIDS Quarterly," produced by WGBH Boston, under a $4 million grant from the Robert Wood Johnson Foundation. The February 28 premier featured segments on the evolving awareness of Admiral James D. Watkins, chairman of the Presidential Commission on the HIV Epidemic, and on how a Mormon family responded to one of its members who contracted the virus. Copies of the documentary were later distributed to members of professional associations and government agencies.

  The Robert Wood Johnson Foundation, the nation's largest AIDS funder to date, also issued a new newsletter in 1989, *AIDSline*.

- Allegations by some AIDS activists that neither philanthropic donors nor government is directing sufficient resources to the growing number of women and children infected with the disease.

- Participation by the National AIDS Network (NAN) in a White House ceremony proclaiming April 10-14 National Volunteer Week. NAN, representing more than 650 volunteer-driven, community based AIDS care groups, said that volunteer services "are widely credited with providing a high quality of life for persons with AIDS, as well as substantially lowering the per capita costs of AIDS care by reducing the need for expensive in-hospital services."

  During the year NAN also issued a guide to developing community-based nutritional food programs for people with the HIV virus, and conducted a skills-building conference in Washington, D.C.

  NAN's director of institutional affairs, William J. Freeman, left his fund-raising post in 1989 to assume the directorship of the AIDS Assistance Fund of San Diego. During his tenure at NAN, he raised $1.5 million, and worked with the Ford Foundation and other institutional donors to establish the National Community AIDS Partnership.

- Publication of an AIDS Information Guidebook by the Boys Clubs of America, to be distributed to 1100 local chapters of Boys Clubs and Boys and Girls Clubs.

- Concern by nonprofit and public hospital officials that the swelling number of AIDS patients threatens to divert services from other patients, particularly the poor. AIDS patients typically require

intensive services for which hospitals are not adequately reimbursed, according to the United Hospital Fund, a research and policy organization. The Centers for Disease Control disclosed that the number of reported AIDS patients nationwide reached 102,621 between June 1981 and August 1989. Fifty-eight percent of all reported cases have died.[11]

- Grants totalling $150,000 from Metropolitan Life Foundation to eight organizations providing AIDS education to high risk, hard-to-reach populations. And two grants of $100,000 each from the Charles A. Dana Foundation to establish the Harvard AIDS Institute, and to develop a set of ethical and humane guidelines on conducting scientific research.

Health Highlights

More health developments of interest to philanthropy in 1989 included:

- A new series of breakfast sessions for donors on strategic grantmaking, organized by Grantmakers In Health (GIH). The first two sessions were entitled: "Social, political, business and academic perspectives to grantmaking" and "How do you do business when the government owns the store?"

  GIH's national conference, held in November, centered on community organizing approaches in health and human services. A second conference, held in December, addressed public-private initiatives.

- Presentation of the 1989 Charles A. Dana Awards for Pioneering Achievements in Health to Susan P. Baker, M.P.H., for "forging a scientific approach to analyzing the causes of injuries and for making their prevention a national priority"; and to Herbert L. Needleman, M.D., "for advancing the idea that exposure to lead at levels once deemed acceptable by most government agencies may be leaving millions of children with impaired intelligence, learning disabilities, and behavior problems." Ms. Baker is a professor at the Johns Hopkins University School of Hygiene and Public Health. Dr. Needleman is professor of psychiatry at the University of Pittsburgh School of Medicine.[12]

  The awards were presented in November at the Center for the Study of Philanthropy, Graduate Center, City University of New York.

- A grant of $150,000 from the Metropolitan Life Foundation to the New York Botanical Garden to collect tropical rain forest plants as potential sources of anti-AIDS and anti-cancer therapies. The plants will be collected from Guatemala, French Guiana, Peru, Bolivia and Ecuador.

Table 25: Gifts to Surveyed Health Agencies

Name	Bequests 1988	Other 1988	Total 1988	Bequests 1989	Other 1989	Totals 1989
Academy of Psychosomatic Medicine	$ 0	$ 7,050	$ 7,050	$ 0	$ 22,015	$ 22,015
AIM for the Handicapped	10,500	150,331	160,831	6,200	420,863	427,063
AirLifeLine	0	72,489	72,489	0	59,034	59,034
The ALS Association	379,239	1,126,771	1,506,010	936,316	1,136,649	2,072,965
American Academy of Periodontology	0	175,951	175,951	0	239,925	239,925
American Association for Cancer Research, Inc.	30,000	212,903	242,903	154,668	250,635	405,303
American Association of Blood Banks Foundation	0	339,120	339,120	0	431,744	431,744
Amer. Assn. of Colleges of Osteopathic Med.	0	133,116	133,116	0	135,483	135,483
Amer. Assn. of Colleges of Pharmacy	0	660,250	660,250	0	713,903	713,903
American Cancer Society	77,775,000	223,266,000	301,041,000	89,729,000	227,985,000	317,714,000
American Diabetes Association	6,072,278	64,521,844	70,594,122	5,605,496	76,957,272	82,562,768
American Dietetic Association Foundation	0	862,476	862,476	0	1,187,600	1,187,600
American Federation for Aging Research Inc.	0	1,643,000	1,643,000	0	1,519,000	1,519,000
American Federation for Aging Research-NCSU	0	6,000	6,000	0	93,397	93,397
American Foundation for AIDS Research	741,341	8,494,370	9,235,711	268,246	9,354,905	9,623,151
American Foundation for Pharmaceutical Education	0	520,000	520,000	14,000	708,000	722,000
American Foundation for Survey of the Handicapped	0	256,599	256,599	0	396,510	396,510
American Heart Association	56,080,000	132,104,000	188,184,000	65,226,000	140,430,000	205,656,000
American Kidney Fund, Inc.	581,598	3,425,730	4,007,328	799,610	3,611,383	4,410,993
American Lebanese Syrian Association of Charities Inc.	9,999,208	65,119,411	75,118,619	11,885,634	81,499,624	93,385,258
American Liver Foundation	10,000	1,354,982	1,364,982	47,305	1,827,112	1,874,417
American Lung Association	5,983,474	76,995,369	82,978,843	6,042,438	83,560,316	89,602,754

American Nurses Foundation	23,000	881,000	904,000	100	350,000	850,100
American Paralysis Association	0	1,095,123	1,095,123	0	1,173,024	1,173,024
American Society of Electroneurodiagnostic Tech	0	2,050	2,050	0	10,700	10,700
American Speech-Lang. Hearing Foundation	0	186,863	186,863	0	281,441	281,441
American Tinnitus Association	0	302,203	302,203	0	350,182	350,182
Arthritis Foundation	15,711,432	35,558,158	51,269,590	14,105,601	38,392,091	52,497,692
Association for the Care of Children's Health	0	46,750	46,750	0	69,000	69,000
Autism Services Center	0	2,138	2,138	0	30,656	30,656
Braille Institute of America, Inc.	8,439,734	2,109,577	10,549,311	10,771,337	3,529,550	14,300,887
The Candlelighters Childhood Cancer Found	0	179,069	179,069	0	169,616	169,616
Cancer Federation	0	280,000	280,000	0	350,000	350,000
Cancer Guidance Institute	0	10,385	10,385	0	21,327	21,327
The Carroll Center for the Blind	140,836	482,160	622,996	307,654	519,881	827,535
Cleft Palate Foundation	0	21,613	21,613	0	40,774	40,774
Cornelia de Lange Syndrome Found	0	47,454	47,454	0	101,000	101,000
Damon Runyon-Walter Winchell Cancer Res. Fund	2,521,020	290,232	2,811,252	1,871,765	371,465	2,243,230
The Deafness Research Foundation	496,106	1,386,209	1,882,315	164,686	2,104,921	2,269,607
Deafpride, Inc.	0	48,000	48,000	0	84,000	84,000
Delta Society	0	395,464	395,464	0	552,865	552,865
Dermatology Foundation	0	891,976	891,976	0	961,396	961,396
DES Action USA	0	74,965	74,965	0	80,627	80,627
Doctors for Disaster Preparedness	0	1,315	1,315	0	40,525	40,525
Dooley Found./INTERMED-USA, Inc.	125,155	462,768	587,923	77,000	484,113	561,113
Dystonia Medical Research Foundation	0	1,223,376	1,223,376	0	664,775	664,775

(Continued)

Table 25: Gifts to Surveyed Health Agencies *(Continued)*

Name	Bequests 1988	Other 1988	Total 1988	Bequests 1989	Other 1989	Totals 1989
Dept of Surgery, Medical College of Hampton Rds.*	0	182,612	182,612	3,000	412,636	415,636
Endometriosis Association	0	121,566	121,566	0	243,935	243,935
Epilepsy Foundation of America	788,969	7,094,426	7,883,395	1,350,749	7,956,486	9,307,235
Guide Dog Foundation for the Blind	775,075	1,014,794	1,789,869	387,026	1,242,170	1,629,196
Health Sciences Comm. Association	0	12,000	12,000	0	14,500	14,500
Helen Keller Internat'l Inc.	398,878	2,525,119	2,923,997	255,882	2,918,973	3,174,855
Hospitalized Veterans Writing Project	10,000	45,500	55,500	0	45,700	45,700
Human Ecology Action League, Inc.	0	14,044	14,044	0	21,847	21,847
Huntington's Disease Society of Amer.	0	935,462	935,462	28,659	726,288	754,947
Institute for Research in Hypnosis & Psychotherapy	0	90,000	90,000	0	115,000	115,000
Internal Medicine Ctr. to Advance Res & Ed(IMCARE)	0	25,215	25,215	0	32,446	32,446
International Associatioin for Medical Assistance to Travel	0	222,000	222,000	0	225,000	225,000
International Guiding Eyes, Inc.	7,920	1,161,559	1,169,479	343,274	1,256,728	1,600,002
Interplast, Inc.	0	725,290	725,290	50,000	666,071	716,071
Iron Overload Diseases Association	0	36,000	36,000	0	40,000	40,000
Jewish Guild for the Blind & Affiliates	2,215,446	2,027,772	4,243,218	3,510,048	1,524,778	5,034,826
Juvenile Diabetes Found. Internat'l	623,534	21,086,581	21,710,115	292,251	22,610,560	22,902,811
Karen Horney Clinic, Inc.	1,000	190,797	191,797	0	147,097	147,097
The Living Bank	0	390,436	390,436	0	460,564	460,564
Lowe's Syndrome Assn, Inc.	0	12,928	12,928	0	10,119	10,119
Lutheran Braille Workers, Inc.	96,446	699,245	795,691	29,358	679,642	709,000
Melpamene Institute	0	72,300	72,300	0	105,500	105,500

Mental Health Materials Center	0	94,415	94,415	0	95,884	95,884
Muscular Dystrophy Assn, Inc.	3,087,291	101,966,225	105,053,516	3,000,000	104,400,000	107,400,000
Myasthenia Gravis Found	152,195	1,960,190	2,112,385	60,000	2,180,000	2,240,000
Myopia International Research Foundation Inc.	0	0	0	0	13,000	13,000
National AIDS Network Inc.	0	5,590,252	5,590,252	20,000	1,583,000	1,603,000
National Amputation Foundation	0	24,000	24,000	1,000	29,000	30,000
National Association for Visually Handicapped	21,383	297,886	319,269	28,814	284,202	313,016
National Children's Eye Care Foundation	0	133,574	133,574	0	102,244	102,244
National Easter Seal Society	9,232,529	76,469,842	85,702,371	9,500,000	79,400,000	88,900,000
National Foundation for Cancer Research	1,023,442	12,118,769	13,142,211	1,333,137	9,153,773	10,486,910
National Foundation of Dentistry for the Handicapped	3,068	554,013	557,081	2,856	655,672	658,528
National Foundation for Ectodermal Dysplasias	0	53,741	53,741	0	108,928	108,928
National Hospice Organization	0	285,991	285,991	0	229,174	229,174
National Hypertension Association	0	800,000	800,000	0	150,000	150,000
National Institute for Burn Medicine	0	59,636	59,636	0	219,000	219,000
National Kidney Foundation	1,629,184	14,284,331	15,913,515	2,486,269	16,810,184	19,296,453
National Mental Health Association	227,000	28,930,382	29,157,382	461,000	29,555,000	30,016,000
National Minority AIDS Counsel	0	10,000	10,000	0	49,000	49,000
National Multiple Sclerosis Society	7,032,000	60,319,000	67,351,000	5,422,000	72,343,000	77,765,000
National Neurofibromatosis Foundation Inc.	0	833,627	833,627	0	914,000	914,000
National Psoriasis Foundation	156	471,613	471,769	82,297	578,082	660,379
National Psychological Assn.	17,000	0	17,000	0	500	500
National Retinitis Pigmentosa Found., Inc.	27,397	3,633,568	3,660,965	65,112	3,875,034	3,940,146
National Scoliosis Foundation	0	62,636	62,636	0	106,934	106,934

(Continued)

Table 25: Gifts to Surveyed Health Agencies *(Continued)*

Name	Bequests 1988	Other 1988	Total 1988	Bequests 1989	Other 1989	Totals 1989
Nurses House, Inc.	8,500	46,702	55,202	1,238	56,353	57,591
Nutrition Education Assn., Inc.	0	16,000	16,000	0	16,000	16,000
The Obesity Foundation	0	20,997	20,997	0	11,094	11,094
Obsessive Compulsive Found., Inc.	0	75,432	75,432	0	166,198	166,198
Oncology Nursing Foundation	0	90,692	90,692	0	132,660	132,660
Osteogenesis Imperfecta Foundation Inc.	0	134,244	134,244	0	148,192	148,192
Parkinson's Disease Foundation, Inc.	959,339	647,742	1,607,081	1,621,938	673,592	2,295,530
Project Hope (UW)	1,403,000	16,579,000	17,982,000	2,360,000	36,714,000	39,074,000
The Phoenix Society	0	37,202	37,202	0	34,338	34,338
Planned Parenthood Federation of Amer., Inc.	6,301,113	67,853,155	74,154,268	7,564,104	82,970,998	90,535,102
Prader-Willi Syndrome Association	0	13,000	13,000	0	21,000	21,000
Recording for the Blind, Inc.	1,912,000	4,110,000	6,022,000	1,148,000	4,496,000	5,644,000
San Francisco AIDS Foundation	200,000	2,675,000	2,875,000	400,000	2,962,000	3,362,000
The Sickle Cell Disease Found. of Gr. NY	5,000	37,500	42,500	1,000	50,000	51,000
Siecus	0	165,744	165,744	240,000	199,022	439,022
Smoking Policy Institute	0	1,964	1,964	0	10,200	10,200
Society of Cardiovascular & Interventional Rad	0	39,600	39,600	0	67,700	67,700
Society of Vascular Technology	0	6,700	6,700	0	14,186	14,186
Stroke Clubs, Int'l	0	7,961	7,961	0	12,000	12,000
United Cerebral Palsy Assoc., Inc.	2,106,887	46,002,999	48,109,886	1,398,610	48,309,282	49,707,892
Volunteer Optometric Service to Humanity		20,000	20,000		28,000	28,000
Y-ME Nat'l Org. for Breast Cancer Info & Support	0	48,003	48,003	0	89,981	89,981

Large Gifts to Health

Presbyterian Hospital at Columbia (NY)
Seymour and Paul Milstein and Gloria Milstein Flanzer
$25,000,000

American Heart Association
Henrietta B. and Frederick H. Bugher Foundation
$5,400,000

Children's Hospital Foundation (OH)
Harold and Elizabeth Derrer Trust Fund
$4,500,000

Detroit Medical Center
Lucille Wertz
$3,000,000

Memorial Sloan-Kettering Cancer Center, (NY)
Exxon Education Foundation
$2,500,000

National AIDS Network
Ford Foundation
$2,200,000
two-year supplement

Pacific Presbyterian Medical Center (CA)
Harvey F. and Geraldine W. Brunch
$2,000,000

St. Luke's Hospital Foundation of St. Luke's Hospital (NY)
ST. Luke's Association
$2,000,000
To build Roger Maris Cancer Center

St. John's Hospital and Health Center (CA)
W. M. Keck Foundation
$1,800,000

Mental Health/Retardation Center, Austin-Travis County, TX
Robert Wood Johnson Foundation
$1,700,915

New Jersey State Dept. of Health
Robert Wood Johnson Foundation
$1,603,581

Scripps Memorial Hospital Foundation
Miss Margaret Muench
$1,600,000
Property

Mecklenburg County Area Mental Health Retardation & Substance Abuse
Robert Wood Johnson Foundation
$1,591,854

City of Baltimore Department of Health
Robert Wood Johnson Foundation
$1,533,812

Public Health Trust of Dade County (FL)
Robert Wood Johnson Foundation
$1,506,002

Rush-Presbyterian Saint Luke's Medical Center (Chicago)
Robert R. McCormick Charitable Trust
$1,500,000

Hamilton County Community Mental Health Board
Robert Wood Johnson Foundation
$1,479,995

Albany Medical Center
Robert Wood Johnson Foundation
$1,300,000

Hartford Hospital
Aetna Life and Casualty Company
$1,250,000

Lucas County Mental Health Board
Robert Wood Johnson Foundation
$1,168,386

City of Philadelphia Department of Health
Robert Wood Johnson Foundation
$1,100,766

Scripps Memorial Hospital (CA)
James 'Red' Scott
$1,100,000

Children's Hospital National Medical Center
Robert Wood Johnson Foundation
$1,084,465

Montgomery General Hospital Inc. (MD)
W.K. Kellogg Foundation
$1,040,948

Hartford Hospital (CT)
United Technologies Corporation
$1,000,000

MGH Institute of Health Professions
Amelia Peabody Foundation
$1,000,000

Children's Hospital (Boston)
Digital Equipment Corporation
$1,000,000

Stamford Hospital
Donna Brace Ogilvie
$1,000,000

Mount Sinai Hospital Medical Center (Chicago)
Robert R. McCormick Charitable Trust
$1,000,000

Hartford Hospital
Travelers Companies Foundation Inc.
$1,000,000

Hutzel Hospital-Detroit
Kresge Foundation
$1,000,000

Children's Hospital (Boston)
Kresge Foundation
$1,000,000

STOP Cancer (NY)
William Randolph Hearst Foundation
$1,000,000

Presbyterian Hospital (NY)
Kresge Foundation
$1,000,000

Dartmouth-Hitchcock Medical Center
AMCA International Corporation
$1,000,000

Notes to Giving to Health

1/ "Hospital Finances Stable, But Remain Critical," *Hospitals*, December 20, 1989.

2/ "Health Care Is as Critical to Americans as the Deficit," *SSM Network*, Summer 1989, a publication of the SSM Health Care System in St. Louis, MO.

3/ Carol B. Emmott and Christine Wiebe, "The Unraveling Safety Net," *Issues in Science and Technology*, Fall 1989, Washington, DC, National Academy of Sciences, National Academy of Engineering, and Institute of Medicine.

4/ "Recent Steep Rise in Employers' Health Costs Continued in 1989," *Healthweek News*, February 12, 1990.

5/ The Conference Board press release #3681.

6/ Frank Sabatino, "Inside Track: Hospitals Challenged to Become Health Centers," *Hospitals*, August 5, 1989.

7/ "New International Task Force Begins to Shape Strategies on Five Diseases," *The Charles A. Dana Foundation Report*, Spring 1989.

8/ *Grantscene*, Summer 1989, a newsletter of Grantmakers in Health, New York City.

9/ Marc Roberts, Ann Minnick, Eli Ginzberg, and Connie Curran, *What to Do About the Nursing Shortage*, The Commonwealth Fund, 1989, New York.

10/ Lillian K. Gibbons, RN (Exec. Dir.), et. al., *Final Report: Volume I, Secretary's Commission on Nursing*, U.S. Department of Health and Human Services, December 1988, Washington, D.C. See also Volumes II and III.

11/ Gail Friedman, "Hospitals Growing AIDS Care is Bumping Other Services," *Healthweek*, August 28, 1989.

12/ *The Charles A. Dana Foundation Report*, Winter 1989.

Giving to Human Services 1955–1989
(Current $ vs. Inflation-Adjusted $)

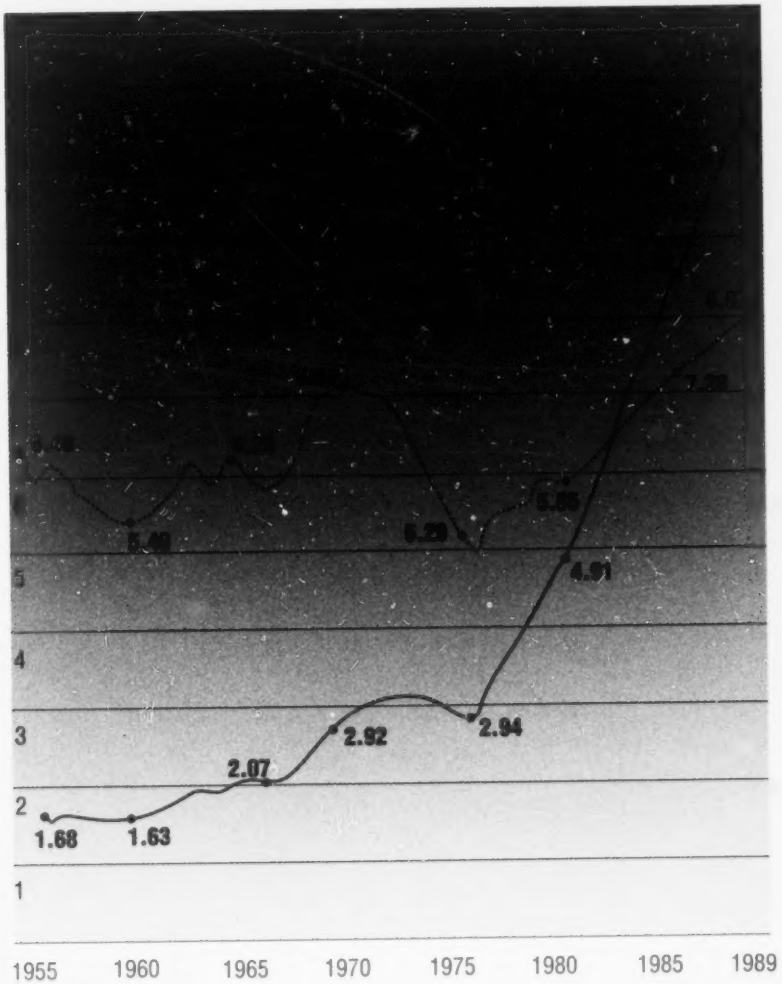

Table 26: Gifts to Human Services ($ in Billions)

	Amount		Amount
1970	$2.92	**1980**	4.91
1971	3.01	**1981**	5.62
1972	3.16	**1982**	6.33
1973	3.07	**1983**	7.16
1974	3.02	**1984**	7.88
1975	2.94	**1985**	8.50
1976	3.02	**1986**	9.13
1977	3.57	**1987**	9.84
1978	3.87	**1988**	10.49
1979	4.48	**1989**	11.39

Philanthropic donations to nonprofit human service providers in the United States reached an estimated $11.39 billion, an increase of 8.6 percent over the estimated $10.49 billion contributed the year before.

After adjusting for inflation, the increase amounted to 3.73 percent.

Gifts to human services accounted for 9.9 percent of total giving in 1989.

The estimate of giving to human services is based on early reports of more than 100 leading nonprofit social care agencies, plus data provided by United Way of America.

Financial details of 501(c)(3) human service organizations appear in their Federal 990 forms, available for inspection at the IRS Freedom of Information Reading Room in Washington, D.C., and district IRS offices. Some associations may provide the forms directly.

Gifts to Social Service Agencies

Contributions to 128 major social service agencies surveyed by the AAFRC Trust for Philanthropy amounted to more than $580 million in 1989, an increase of 16.3 percent over the $500 million the same groups received the year before. In inflation-adjusted dollars, the increase registered 11.3 percent.

Average total donations received by the 128 agencies amounted to $3.2 million.

Largest total donations for the year were reported by the following organizations: Volunteers of America ($126.2 million, Christian Children's Fund ($101.7 million), Save the Children Federation ($107.8 million), Feed the Children ($49.9 million), Compassion International ($37.6 million), National Urban League ($25.4 million), U.S. Committee for UNICEF ($20.8 million), National Benevolent Association ($11.5 million), and Help Hospitalized Veterans ($11 million). Some of these groups also received a small percentage of United Way allocations.

Individuals provided roughly 48 percent of the 1989 contributions. Corporations and foundations each provided around five percent, bequests amounted to two percent, and other sources (benefits, united funds, etc.) provided the remaining 40 percent.

Service Groups Sponsor Massive Housing March

More than 150 human service, civic, civil rights, labor, and professional organizations sponsored a march on Washington in October, 1989 to demand a major federal commitment to affordable housing. An estimated 70,000 to 150,000 people joined the march.[1]

While the need for improved and low cost housing has long been on the human services agenda, sponsors and marchers in 1989 evinced a particular sense of urgency because of the

growing problem of homelessness — a condition reportedly affecting hundreds of thousands of Americans. Estimates of the homeless population by the U.S. Department of Housing and Urban Development range from 200,000 to 586,000. And the National Alliance to End Homelessness in 1988 estimated that on any given night, some 735,000 Americans are without their own shelter.[2]

Coordinated by the Washington, D.C.-based Community for Creative Nonviolence, the "Housing Now" coalition included both long established secular and religious human service agencies, and recently formed social advocacy groups.

As part of the effort to promote public awareness of housing issues, the National Education Association declared the second week in September as National Housing Education Week.

Other philanthropic developments in housing and homelessness in 1989 included:

- A review of homeless assistance programs by the Council of Better Business Bureaus' Philanthropic Advisory Service. "Homeless, but Hopeful" provides capsule summaries of numerous programs, and comments from project leaders.[3]
- A multi-million dollar public/private venture between the Department of Housing and Urban Development and the Robert Wood Johnson Foundation to help homeless families secure comprehensive social services, and to expand housing units for them. Public housing projects in eight cities would be funded to develop the service plans.
- Renovation of an abandoned building in Brooklyn, New York, by a group of clergy, lay people, and mental health professionals into housing for 180 homeless families. According to the group, Pastoral and Educational Services, the model effort is "the only one of its kind." In addition to support from the state's Department of Social Service, funding came from the Booth Ferris Foundation, Brooklyn Union Gas Company, Dime Savings Bank of New York, Edna McConnell Clark Foundation, New York Telephone Company, Scherman Foundation, United Way of New York, and Uris Brothers Foundation. The architect, Cindy Harden, came from the Pratt Center for Community and Environmental Development, affiliated with Pratt Institute.
- Operation of a van serving homeless youths in hard, decaying neighborhoods by Planned Parenthood of New York, under a program called Project Street Beat. The van provides food, medical care, and social services.[4]

Seniors Viewed as Labor Source

A predicted labor shortage by the end of the 20th century, and evidence of a serious deficiency in basic academic and work skills among American youths, have led foundations and corporations to focus on an underutilized pool of potential employees — senior citizens.

Re-employing retirees and other seniors, according to a Commonwealth Fund analysis issued in 1989, would accomplish four goals: it would fuel the nation's economic growth, enhance U.S. corporations' competitiveness in a global market, improve the quality of life of the seniors themselves, and "protect future generations of young Americans from a crushing tax burden to finance Social Security and Medicare." The analysis rejects what it calls pervasive stereotypes concerning the elderly, such as being too sickly or too unwilling to work.[5]

The Fund's report was based on a survey of more than 3500 men and women between the ages of 50 and 64. According to the study, some 1.1 million Americans are above the age of 50 and available for employment. And at least 75 percent are reportedly willing to work without additional employer health insurance.

Some large corporations have already established special job banks to attract retirees on a part-time basis, according to a 1989 foundation and business-funded study by The Conference Board. Corporate pace-setters in this area include The Travelers Companies, Grumman Corporation, and Wells Fargo Bank.

"As nonstandard work arrangements gain in popularity, and labor force demographics change, opportunities for retiree employment will undoubtedly increase," the report said. "The aging population and workforce, as well as the growing diversity of the labor market, will focus continued employer attention on innovative approaches to retaining and regaining retiree skills."[6] The study was funded by the Florence B. Burden Foundation, Charles Stewart Mott Foundation, Travelers Companies Foundation, Exxon Fund for Productive Aging, the Medtronic Foundation, and the Polaroid Foundation.

Children and Youth

Groups providing funds and services to children and teenagers focused on related issues of substance abuse, poverty, pregnancy prevention, and infant mortality during the year. Developments in these areas included:

- A special session on drug problems announced by a newly formed group of institutional donors, Grantmakers Concerned About Alcohol and Other Drug Abuse. The session, co-sponsored by Grantmakers in Health, was held at the Council on Foundations' annual meeting in Toronto. An

announcement of the session noted that "youth at risk for substance abuse may be at risk for multiple problem behaviors."

And the Robert Wood Johnson Foundation announced in February a $26.4 million commitment to dealing with drug and alcohol problems — the "largest single commitment of private funds ever to substance abuse programs," according to Loren Renz, director of research for The Foundation Center. The Johnson Foundation's initiative, under the rubric "Fighting Back," emphasizes public education and expanding treatment options for youths.

- Grants totaling $4 million by the Ford Foundation and the Carnegie Corporation of New York to the National Center for Children in Poverty. The aim of the grants was "to help develop programs to address poverty, poor health, and educational failure experienced by a growing percentage of the nation's children," according to a release issued jointly by the two foundations.
- Increased attention by the Dewitt Wallace Reader's Digest Fund to preventing adolescent pregnancy. The donor also announced more funding to "youth employment training and placement," as part of an overall programmatic change.[7]
- Publication of "A Fragile Trust: The Challenge of Reducing Infant Mortality," by the Cleveland Foundation, the nation's first community foundation. The publication detailed the history and administration of the Cleveland Regional Prenatal Network established in 1974. "Network's most ambitious project was the introduction of a data system that would standardize and link the record-keeping activities of each hospital, clinic and physician's office in the region," the report said. As the "first attempt in the U.S. to institute a regional patient information system," the effort became the prototype for current software programs now in use.

  While regional perinatal systems are a standard approach today, at the time the Cleveland effort began "it was not known whether physicians and hospitals would embrace the team and be willing to make the referrals and transfers required for regionalization to work," the report said. The project, one of many in various cities, was initiated with a competition offered by the Robert Wood Johnson Foundation.[8]

United Way

Donations to the 2300 United Way coalitions of human service providers amounted to an estimated $2.98 billion in 1989, a 7.2 percent increase over the $2.78 donated the year before.

After adjusting for inflation, the increase amounted to 2.4 percent.

Almost two-thirds of the contributions were raised through workplace fund drives, according to United Way of America (UWA), which released the data. Another quarter came from corporations, and the remaining ten percent derived from foundation grants, direct mail campaigns, "leadership giving programs," and other sources. In addition to the direct funds, United Ways reported in-kind gifts and services estimated at $98 million.

Part of the reason for the year's increase in donations, UWA said, was the success of the Alexis de Tocqueville Societies, created by United Way five years earlier to encourage larger gifts from individuals — between $10,000 and $100,000.

Key activities by UWA during the year included:

- Development of an organizational strategy and goals based on six critical health and human service issues. These include drug abuse, AIDS, homelessness, housing, day care, and illiteracy.
- Airing of "Time to Care," a television campaign aimed at recruitment of volunteers, in 86 markets. Some 400 local United Ways participated in the campaign, which will extend through 1990. The campaign was produced by Westinghouse. In a related development, United Way's National Academy for Voluntarism trained more than 2,700 volunteers and professionals in special courses, roundtables and programs.
- Operation of "Project Blueprint," funded by the W. K. Kellogg Foundation, to increase minority participation in local United Ways. According to the organization's annual report, 500 minority volunteers from 23 communities were recruited and trained.

Table 27: Gifts to Surveyed Human Service Organizations

Name	Bequests 1988	Other 1988	Total 1988	Bequests 1989	Other 1989	Total 1989
Adoptive Families of America Inc.	$ 0	$ 3,300	$ 3,300	$ 0	$ 21,200	$ 21,200
Alan Guttmacher Institute	187,307	3,605,560	3,792,867	0	3,497,591	3,497,591
Alcoholism Center for Women	0	76,134	76,134	0	28,391	28,391
American Council for Drug Education	0	294,850	294,850	0	202,575	202,575
American Refugee Committee	0	1,005,792	1,005,792	0	819,003	819,003
Association for Couples in Marriage Enrichment	0	99,809	99,809	0	51,700	51,700
Association for Fitness in Business	0	25,000	25,000	0	50,000	50,000
Association of Jewish Family & Children's Agencies	0	98,293	98,293	0	104,560	104,560
Association for Voluntary Surgical Contraception	40,044	749,359	789,403	174,473	968,952	1,143,425
A Wish With Wings	0	129,668	129,668	0	57,893	57,893
Big Brothers/Big Sisters of America	0	1,531,335	1,531,335	0	1,782,953	1,782,953
Blue Card Inc.	119,000	186,650	305,650	24,900	238,766	263,666
Box Project Inc.	0	210,317	210,317	0	239,641	239,641
Boy Scouts of America	0	3,995,000	3,995,000	0	3,184,838	3,184,838
Bread & Roses	0	190,094	190,094	0	180,725	180,725
Brother to Brother International Inc.	0	177,600	177,600	0	197,787	197,787
Camp Fire Inc.	2,060	725,872	727,932	8,300	787,813	796,113
Campus Outreach Opportunity League	0	129,232	129,232	0	232,035	232,035
Catholic Committee of Appalachia	0	48,792	48,792	0	32,427	32,427
Center for Public Resources Inc.	0	1,349,880	1,349,880	0	1,433,300	1,433,300
Center for Social Gerontology	0	13,175	13,175	0	1,575	1,575
Center for Understanding Aging	0	45,143	45,143	0	34,479	34,479

Child Welfare Institute	0	1,730	1,730	0	190	190
Children's Defense Fund	0	4,442,605	4,442,605	0	5,247,946	5,247,946
Chol-Chol Foundation	0	104,360	104,360	0	137,365	137,365
Christian Children's Fund Inc.	1,681,197	91,314,655	92,995,852	2,385,499	99,358,007	101,743,506
Citizen Soldier	0	86,276	86,276	0	90,000	90,000
Commission on Religion in Appalachia	0	897,341	897,341	7,962	885,890	893,852
Community Creativity Inc.	0	5,950	5,950	0	8,920	8,920
Community Careers Resource Center Inc.	0	7,805	7,805	0	862	862
Compassion International Inc.	364,575	34,455,706	34,820,281	275,000	37,348,487	37,623,487
Concern America	0	610,000	610,000	0	663,000	663,000
Consciousness Research & Training Project Inc.	0	7,415	7,415	0	9,029	9,029
Cottage Program International	0	116,268	116,268	0	171,654	171,654
Council on Compulsive Gambling of New Jersey Inc.	0	69,163	69,163	0	80,563	80,563
Couple to Couple League	0	465,878	465,878	0	529,643	529,643
Depressive Anonymous: Recovery from Depression Inc.	0	2,000	2,000	28,000	2,000	30,000
Elder Craftsman Inc.	0	190,592	190,592	0	249,527	249,527
Emissary Foundation International	0	18,470	18,470	0	13,457	13,457
Family Health International	0	240,000	240,000	0	241,000	241,000
Family Resource Coalition	0	262,119	262,119	0	408,637	408,637
Family Service America	0	0	0	0	304,698	304,698
Feed the Children	21,594	38,061,669	38,083,263	104,554	49,802,102	49,906,656
Foundation in Child Development	4,397	50,762	55,159	401,239	1,118	402,357
Friendly Hand Foundation	2,798	128,010	130,808	148	144,423	144,571
Futures for Children	56,000	1,042,000	1,098,000	35,000	1,195,000	1,230,000

(Continued)

Table 27: Gifts to Surveyed Human Service Organizations *(Continued)*

Name	Bequests 1988	Other 1988	Total 1988	Bequests 1989	Other 1989	Total 1989
Girls Club of America Inc.	0	1,528,672	1,528,672	0	1,705,033	1,705,033
Girl Scouts of the United States of America	214,000	1,247,000	1,461,000	254,000	1,263,000	1,517,000
Guide dogs for the Blind	757,846	1,235,000	1,992,846	1,069,557	1,287,000	2,356,557
Healing the Children	0	15,352	15,352	0	24,432	24,432
Help Hospitalized Veterans	27,979	6,377,728	6,405,707	56,513	10,897,222	10,953,735
Holt International Children's Services Inc.	0	1,554,355	1,554,355	147,329	1,624,215	1,771,544
Housing Assistance Council	0	163,000	163,000	0	225,000	225,000
Human Kindness Foundation	0	92,428	92,428	0	130,994	130,994
Human Resources Center	92,953	1,135,112	1,228,064	0	1,560,733	1,560,733
Huna International OBA Aloha International	0	6,506	6,506	0	30,302	30,302
Incest Survivors Resource Network International	0	10,469	10,469	0	9,195	9,195
Indian Youth of America Inc.	2,000	82,215	84,215	0	82,225	82,225
Information Center for Individuals with Disabilities	0	12,231	12,231	0	60,759	60,759
International Book Project	0	104,187	104,187	55,500	135,204	190,704
International Federation for Family Life Promotion	0	182,178	182,178	0	223,341	223,341
International Network for Religion	0	16,075	16,075	0	1,056	1,056
International Soundex Reunion Registry	0	16,904	16,904	0	23,109	23,109
Joint Custody Association	0	18,547	18,547	0	16,883	16,883
JWB	20,000	1,620,000	1,640,000	35,000	1,715,000	1,750,000
Jewish Association for Services for the Aged	137,000	3,180,103	3,317,103	8,190	3,422,534	3,430,724
Kiwanis International Foundation	0	1,032,743	1,032,743	0	1,208,105	1,208,105
Lambda Legal Defense & Education Fund	49,102	798,065	847,167	101,422	1,170,860	1,272,282

Learning Disabilities Association of America	0	58,323	58,323	0	88,404	88,404
Legal Services for Children Inc.	0	155,483	155,483	0	169,768	169,768
Lifespan Resources Inc.	0	29,643	29,643	0	25,000	25,000
Little People of America Inc.	0	26,471	26,471	0	38,888	38,888
Lutheran Resources Commission	0	328,400	328,400	0	317,420	317,420
Mobility International USA	0	23,500	23,500	0	37,500	37,500
Mothers at Home	0	0	0	0	7,004	7,004
National 4-H Council	0	4,832,340	4,832,340	0	5,992,787	5,992,787
National Adopt. Ctr./Adopt. Ctr. of Delaware Valley	0	246,709	246,709	0	389,070	389,070
National Assault Prevention Center	0	125,310	125,310	3,000	65,786	68,786
National Assoc. for Children of Alcoholics	0	138,650	138,650	0	198,058	198,058
National Benevolent Association	3,796,833	7,701,140	11,497,973	3,788,144	7,743,134	11,531,278
National Center for Learning Disabilities	0	866,623	866,623	0	1,188,090	1,188,090
National Down Syndrome Congress	0	182,000	182,000	0	181,500	181,500
National Down Syndrome Society	511,315	394,458	905,773	0	444,706	444,706
National Exch. Club Fdnt. for the Prev. of Child Abuse	0	27,192	27,192	0	23,188	23,188
National Foundation for Jewish Culture	30,000	2,077,000	2,107,000	40,000	1,347,000	1,387,000
National Hispanic Council on Aging	0	14,500	14,500	0	19,000	19,000
National Org. of Circumcision Info. Resource Ctrs.	0	24,830	24,830	0	28,313	28,313
National Org. on Adolescent Pregnancy & Parenting	0	53,000	53,000	0	78,000	78,000
National Prison Proj. Amer. Civil Lib. Union Found.	0	740,000	740,000	0	767,000	767,000
National Safety Coun's. Found. for Safety & Health	1,900	563,913	565,813	1,900	684,171	686,071
National Urban League	284,645	22,275,585	22,560,230	32,651	25,391,234	25,423,885
National Victim Center	0	880,173	880,173	0	994,723	994,723

(Continued)

Table 27: Gifts to Surveyed Human Service Organizations *(Continued)*

Name	Bequests 1988	Other 1988	Total 1988	Bequests 1989	Other 1989	Total 1989
NEED Inc.	0	467,389	467,389	0	112,791	112,791
North American Coun. on Adoptable Children	0	103,225	103,225	0	337,341	337,341
Operation California/USA	0	2,898,977	2,898,977	0	3,348,109	3,348,109
Pacific Womens Resources	0	27,708	27,708	0	28,350	28,350
Pathfinder Fund	198,066	1,231,000	1,429,066	857	1,193,000	1,193,857
Phoenix House Foundation	0	3,073,578	3,073,578	0	4,169,942	4,169,942
Project Volunteer Inc.	0	4,342	4,342	0	6,780	6,780
Ruritan National	0	0	0	0	81,071	81,071
Samaritans (The)	0	231,967	231,967	0	239,210	239,210
Save the Children Federation Inc.	572,972	85,310,656	85,883,628	1,186,981	106,597,036	107,784,017
Shared Housing Resource Center	0	127,404	127,404	0	145,821	145,821
Share Our Strength	0	444,653	444,653	0	1,022,895	1,022,895
Society for the Advance of Trav. for the Handicap	0	10,000	10,000	0	0	0
Stamp Out AIDS	0	105,405	105,405	0	18,619	18,619
Tibetan Nyingma Relief Foundation	0	4,000	4,000	0	30,000	30,000
Trickle Up Program Inc.	0	363,960	363,960	0	488,395	488,395
United States Committee for UNICEF	1,292,000	15,393,000	16,685,000	1,081,000	19,834,000	20,965,000
U.S. Jaycees/U.S. Foundation	0	866,419	866,419	0	1,157,449	1,157,449
Vanished Children's Alliance	180	129,234	129,414	0	101,442	101,442
Veterans Bedside Network	0	148,882	148,882	0	206,562	206,562
Voices in Action Inc.	0	2,618	2,618	0	36,916	36,916
WAIF	0	223,346	223,346	0	307,015	307,015

Wider Opportunity for Women Inc.	0	1,546,584	1,546,584	0	853,373	853,373
Wisconsin Correctional Service	0	0	0	0	667	667
Women Against Rape	0	73,200	73,200	250	155,000	155,250
Women For Sobriety Inc.	0	12,799	12,799	0	12,918	12,918
Women Inc.	0	119,600	119,600	0	174,000	174,000
Women's Educational and Industrial Union	44,113	323,436	367,549	29,650	525,625	555,275
Women's Prison Association	0	130,725	130,725	0	150,259	150,259
World Concern	90,280	10,524,773	10,615,053	174,602	12,486,113	12,660,715
World Mercy Fund Inc.	28,574	5,058,623	5,087,197	36,665	4,347,423	4,384,088
World Rehabilitation Fund Inc.	50,000	504,971	554,971	32,650	727,894	760,544

Large Gifts to Human Service

'Fighting Back' program
Robert Wood Johnson Foundation
$26,400,000

National Center for Children in Poverty
Ford Foundation and the Carnegie Corporation
$4,000,000

Child Care Scholarship Fund (Larkspar, Cal.)
Liberty Mutual Insurance Companies
$3,000,000

Media-Advertising Partnership for a Drug-Free America
Robert Wood Johnson Foundation
$3,000,000

Indiana Youth Institute
Lilly Endowment
$3,000,000

United Way of Central Indiana Inc.
Lilly Endowment
$2,300,000

Girls Clubs of America (NY)
W.K. Kellogg Foundation
$1,800,000

Total Action Against Poverty in Roanoke Valley (Salem, VA)
W.K. Kellogg Foundation
$1,500,000

Manpower Demonstration Research Corporation
Ford Foundation
$1,500,000

Development Studies Center (San Ramon-CA)
William and Flora Hewlett Foundation
$1,333,000

Junior Achievement, Colorado Springs (CO)
W.K. Kellogg Foundation
$1,270,000

United Way of America
National Football League Charities Foundation and Edward J. Debartolo Jr.
$1,250,000

Free the Children Corporation (TN)
Henry J. Kaiser Family Foundation
$1,074,000

Heritage Plantation of Sandwich Inc. (MA)
Lilly Endowment
$1,000,000

American Red Cross
Hanson Industries
$1,000,000

American Red Cross
Anheuser Busch Company
$1,000,000

Indianapolis Foundation/ Planned Parenthood of Central Indiana Inc.
Estate of Robert A. Efroymson
$1,000,000

National 4-H Council (MD)
Anne and Ralph Ketner
$1,000,000

National Women and The Law Association
Ford Foundation
$1,000,000

Boys and Girls Clubs of Chicago
Robert R. McCormick Charitable Trust
$1,000,000

Notes to Giving to Human Services

1/ Alan R. Sutherland (Proj. Dir.) et. al., Institute of Medicine, *Homelessness, Health and Human Needs*, National Academy Press, 1988, Washington, DC.

2/ *Housing Now* Newsletter, Fall 1989, Center for Creative Non-violence, Washington, D.C.

3/ Sarah Masson, "Homeless, But Hopeful: A Glance at Homeless Assistance Programs," *Insight*, Issue 2, 1989, a newsletter of the Council of Better Business Bureaus' Philanthropic Advisory Service.

4/ Nadine Brozan, "Van is Hope for Bronx 'Throwaways,'" *New York Times*, October 6, 1989.

5/ Thomas W. Moloney and Barbara Paul, *Enabling Older Americans to Work*, The Commonwealth Fund, 1989, New York, Pages 1,2.

6/ Helen Axel, *Job Banks for Retirees*, The Conference Board, Research Report No. 929, 1989, New York, Pages vii, viii.

7/ "Foundations Announce Program Changes," *Foundation Giving Watch*, September 1988, The Taft Group.

8/ John G. Mearns and Rikki Sanger, "A Fragile Trust: The Challenge of Reducing Infant Mortality," Cleveland Foundation, May 1989.

Giving to Arts, Culture & Humanities 1955–1989
(Current $ vs. Inflation-Adjusted $)

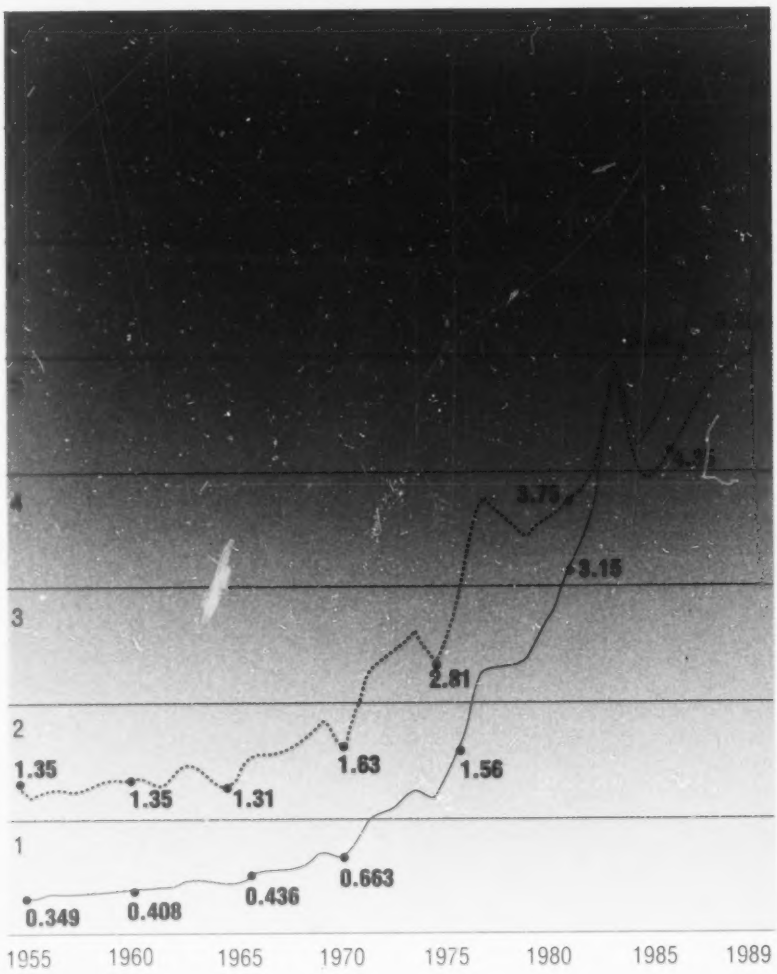

Table 28: Gifts to Arts, Culture and Humanities ($ in Billions)

	Amount		Amount
1970	$0.663	**1980**	3.15
1971	1.01	**1981**	3.66
1972	1.10	**1982**	4.96
1973	1.26	**1983**	4.21
1974	1.20	**1984**	4.50
1975	1.56	**1985**	5.08
1976	2.27	**1986**	5.83
1977	2.32	**1987**	6.31
1978	2.40	**1988**	6.79
1979	2.73	**1989**	7.49

The visual and performing arts in the United States received philanthropic contributions estimated at $7.49 billion in 1989, up 10.31 percent from the revised estimate of $6.79 billion they received the year before.

After adjusting for inflation, the increase amounted to 5.4 percent.

Contributions to the arts comprised 6.5 percent of all estimated contributions during the year.

The estimate of giving to the arts, culture and humanities is projected from surveys conducted by nationwide arts service organizations representing art museums, dance, theater, symphony orchestra, opera, and public broadcasting television.

Financial details of 501(c)(3) arts organizations appear in their Federal 990 forms, available for inspection at the IRS Freedom of Information Reading Room in Washington, D.C., and district IRS offices. Some organizations may provide the forms directly.

Art Museums

Financial contributions to 111 major art museums soared 26 percent in 1989, reaching a total of $266.8 million. Last year the museums took in $211.5 million, according to the Association of Art Museum Directors (AAMD), which provided the data.

The increase in 1989 dwarfed the rate of growth the previous year, which had registered slightly above 6 percent.

Donations by individuals and families accounted for 43 percent of the amount received by the museums. Corporate contributions accounted for about 22 percent, foundation grants 24 percent, and other sources gave the remaining 11 percent.

Notwithstanding the significant increase in cash contributions, the museums spent about 4 percent less money on purchases of works of art during the year: $117 million versus $113 million in 1988. Reasons for the decline most likely include higher prices for art objects and lower acquisition budgets, according to AAMD.

Higher art prices may also account for a surprising increase in the value of art objects donated to the museums in 1989. Early returns from the AAMD survey showed that gifts of art works reached $82.66 million during the year, up 23.7 percent over the $66.85 million worth of art donated in 1988.

However, some experts cautioned that the 1989 increase in the value of donated works of art may reflect a relatively small number of objects, prices for which skyrocketed at auctions during the year. According to these observers, concern over future donations of works of art remains high among museum directors.

The 1989 art work increase reversed a two-year drop. Most observers had attributed the drop to the Tax Reform Act of 1986, which

Table 29: Gifts to Surveyed Arts Organizations, 1988-1989
(Figures in parentheses represent numbers of companies surveyed.)

	1988	1989	% Change
Art Museums (111)	$211,512,225	$266,823,057	26.15%
Theater (50)	44,281,000	53,214,000	17.16%
Dance (42)	51,065,000	43,546,604	1.52%
Opera (95)	117,798,283	109,570,000	16.53%
Symphony Orchestra (181)	176,700,000	201,035,991	13.86%
Public Broadcasting (500)	495,587,000	704,166,320	4.00%

allowed donors to deduct only the amount of the gift that they themselves spent on originally acquiring it, not the much higher market value at the time of donation. This explanation is still offered by spokespeople for nonprofit hospitals, which experienced a 50 percent drop in the value of in-kind gifts. (See chapter Giving to Health.)

'Obscenity' Provision Spurs Concern On Censorship, Financial Support

An issue dominating art museums and galleries in 1989 — and which spilled over to the performing arts as well — raised fears within the nonprofit art world over censorship and loss of financial support.

The source of the concern was a resolution introduced by Senator Jesse Helms to bar government funding for any exhibition that would "promote, disseminate or produce obscene or indecent material," especially of a sexual nature. The motion, following exhibitions of artists Robert Mapplethorpe and Andres Serrano, generated a storm of controversy, with artists (visual, performing and performance) and civil libertarians condemning censorship, and supporters of the resolution demanding an end to tax funding of art they consider obscene.

The Helms resolution was ultimately defeated, but some controls on the content of both visual and performing art works were instituted in the bill authorizing the fiscal-1990 budget of the National Endowment for the Arts.

Signed into law on October 23, 1989, the bill allows the NEA to withhold funding from exhibitions that NEA itself considers obscene. It also established a commission to determine whether standards other than those of "artistic and cultural significance" should be considered when making grant decisions.

Some artists' opposition went beyond an immediate concern with censorship to the issue of financial support. Donald A. Moore, Executive Director of Dance/USA, maintained

that the proposal and subsequent bill may amount to an attack on government arts funding itself. "Most people with any regard for the arts uphold the notion that, as in fields making comparable contributions to society like education or scientific research, the arts need additional financial support beyond the revenues generated by their activity in the market place."

Eliminating government funding, Moore argued, reduces the pluralist basis of contemporary arts finance, which includes philanthropy, commercial fees, and government grants. Narrowing this base would lead to a far more restrictive creative environment, he said, and ultimately lower artistic standards. "No single source of funds can determine what artists should think or do," he said. "The practical partnership of diverse sources of money helps keep the sights of arts organizations high by dispensing financial support based on qualitative, competitive review."[1]

Other philanthropic developments pertaining to arts museums and galleries in 1989 included:

- Funding commitments of $5 million by the Ford Foundation over a three-year period to eight black and Hispanic art museums, primarily for curatorial and administrative improvements, and enlargement of storage space. Announcement of the grants followed publication of a Ford-funded statistical study of black and Hispanic art institutions. The study recommended better cataloguing systems, upgraded climate controls, and detailed collection surveys, among other improvements.[2]
- Digital Equipment Corporation's $1.4 million grant to Boston's Museum of Fine Arts for an exhibit "Monet in the '90s," plus a $200,000 grant for a companion public television documentary "Monet: Legacy of Light."
- Ford Motor Company's sponsorship of a collaborative exhibition of Impressionist paintings from five museums.
- Publication of *Collections, Monuments and Architecture at Risk*, based on a forum on conserving cultural property held at the Los Angeles County Museum of Art. Funded by the Ahmanson Foundation, AT&T, and Times Mirror Company, the forum and the report were sponsored by the President's Committee on the Arts and Humanities and the National Institute for the Conservation of Cultural Property. At the forum, held in February, Federico Mayor, the Director General of UNESCO, said that "both the cultural and natural resources of our planet which are non-renewable, hence irreplaceable, are being eroded at an alarming rate."[3]

- Eastman Kodak's loan of unused corporate space to the International Center of Photography of New York and the Craft and Folk Art Museum of Los Angeles.[4]
- Pacific Telesis' funding of $190,000 for a traveling exhibition of one hundred signed, never previously shown photographs by Ansel Adams. The photos, taken in 1961, will be exhibited at the University of California-Irvine, in 1991, and will travel to five other UC campuses during the year.

Theater

Philanthropic contributions to 50 of the leading theater groups in the United States grew 17 percent to $53.2 million. The amount donated the previous year was $45.42 million, according to the Theatre Communications Group (TCG).

Individuals and corporations each provided about a quarter of the contributions during the year. Foundation grants added almost a fifth, and the remaining 30 percent came from benefits, united arts funds, guilds, and other sources.

Philanthropy accounted for about 30 percent of the theaters' total 1989 income, according to TCG. Earnings from performances provided 61 percent, and the remainder came from government grants.

Commenting on the increase in philanthropic donations, TCG's Barbara Janowitz Erlich, who compiled the data, said that "it is to the theatres' credit that they have managed to increase the overall level of contributed support (including government grants) during the 1980's," given that era's "inhospitable federal arts policies, major changes in the tax laws governing charitable contributions by individuals, and equally widespread changes in the corporate philanthropic culture."[5]

In a statement accompanying the data, TCG noted that "on closer examination, many theatres across the country remain precariously poised on the brink of fiscal instability, and nearly one-half of the theatres in the study registered operating deficits for the year. As a whole, the nation's theatres are faced with several negative economic trends they still have not been able to overcome."

Among theaters suffering more than usual financial hardship during the year was San Francisco's American Conservatory Theatre (ACT), which reportedly was "the most seriously damaged of all arts organizations" in the city during the earthquake. Repairs to ACT's house, the old Geary Theatre, were estimated to cost between $4 and $12 million.[6]

Dance

Dance companies received an increase of 1.5 percent in voluntary contributions in 1989, according to preliminary returns from a survey of

42 leading companies conducted by Dance/USA. Contributions to the surveyed groups amounted to $43.55 million in 1989, compared to an estimated $42.89 million in 1988.

Individual gifts accounted for 36 percent of the contributions. Corporate and foundation grants each accounted for about 20 percent, and the remaining quarter came from united arts funds, benefits and other sources.

Developments in dance during the year included:

- Concern among dance and other performing arts groups in the San Francisco Bay Area that financial relief following the earthquake would not be available to the arts. Dance groups suffered from the quake because of damage to their facilities, falloff in audience attendance (although towards the end of the year audiences began to return), and dropoff in fee income due to the need to present earthquake benefit performances.[7]
- Funding from the Andrew W. Mellon Foundation to teach dance company personnel how to establish and operate a performing arts archive. Instruction was coordinated by Dance/USA in a series of one-day workshops. An essay in the organization's January 1989 newsletter noted that "there is little argument that dance is the most difficult of the arts to document ... when the dancers leave the stage, the work is gone."[8]

Symphony Orchestra

Contributions to the nation's symphony orchestras in 1989 grew 13.9 percent over the previous year, according to the American Symphony Orchestra League. The 181 major orchestras surveyed by the League took in $201 million in 1989 compared with $176.6 million in 1988.

Individuals provided 37 percent of the voluntary contributions. Corporations provided 27 percent, foundations about 9 percent, and the remaining 27 percent came from voluntary associations, arts funds, in-kind gifts and other sources.

The changing nature of contributors to symphony orchestras figured in a 1989 critique of orchestral policy by well-known music observer Alan Rich. In an essay condemning what he called "hype" in promoting the sale of tickets — from T-shirts to exaggerated ads and press releases — Mr. Rich argued that the new style of promotion results from the need to entice more paying customers to make up for a decline in traditional contributors. "The ranks of the grand old patron-subscribers, who kept the orchestra alive out of an inborn sense of civic responsibility, are thinning," he wrote, "[and are] ... not being replaced."

The culprit may be the education system, Mr. Rich implied. Citing Los Angeles Philharmonic Director

Ernest Fleischmann: "Ever since Sputnik shocked the whole American educational system into a state of inferiority to the Russians in the sciences, the arts have been systematically phased out of the curriculum. Music is not taught in classrooms. Students are not being taken to concerts nearly as often as they once were .... And so, we suffer because our older subscribers are dying out and they aren't being replaced."[9]

Other philanthropic developments affecting symphony orchestras in 1989 included:

- A joint $ 1 million fund-raising campaign by the musicians and board of the Pittsburgh Symphony Orchestra whereby the players were to contribute $1,000 each, under a 10 to 1 matching challenge by the board.[10]
- Opening of the new home of the Dallas Symphony — the Morton H. Meyerson Symphony Center — financed by American Airlines, American Express, and the Perot Foundation, in addition to the Dallas city government. The Borden Dairy company contributed part of a site it was vacating, and AT&T sponsored the opening fortnight's "Tribute to Dallas" night.[11]
- A two-week tour of Northern California and the East Coast by the San Francisco Symphony in October, that included Carnegie Hall, Lincoln Center's Avery Fisher Hall, and the Worcester Festival in Massachusetts. The tour was sponsored by Pacific Telesis Foundation, which also donated concert tickets to several human service and arts organizations, including a hospice and teen drop-out prevention center.

Opera

Donations to 95 prominent opera companies in 1989 rose to an estimated $109.57 million, a 16.5 percent increase over the $94 million the companies received in 1988, according to Opera America.

More than half (52 percent) of the donations came from individuals. Corporate gifts accounted for 20 percent, foundation grants 11 percent, and united arts funds the remaining 7 percent.

Public Broadcasting

Philanthropic contributions to about 500 of the nation's public television and radio stations grew 4 percent in 1989, reaching $704.17 million. During the year before, the stations took in $677.08 million, according to the Corporation for Public Broadcasting.

Of the $704.14 million, individual donations accounted for almost 44 percent. Gifts from corporations accounted for 31.5 percent, foundation grants 7.5 percent, and the remaining 17 percent came from such sources as united arts funds and benefits.

Gifts to United Arts Funds Grow 12 Percent During Year

Contributions to 55 of the nation's 61 united arts funds (UAFs) reached $76 million in 1989, a growth of more than 12 percent over the $67.6 million received the year before.

After adjusting for inflation, the increase amounted to 7.4 percent.

United arts funds are federated campaigns raising money for operating expenses of arts organizations. The first UAF was formed in 1949.

According to the American Council for the Arts (ACA), corporate contributions to the surveyed UAFs in 1989 amounted to $36.7 million, or slightly more than half of all funds given. The $36.7 million represented a growth rate of 4 percent; in inflation-adjusted dollars, however, corporate giving declined from the year before.

Individuals donated almost $23 million — somewhat under a third of all gifts — reflecting a rise of 14 percent, or about 9 percent after adjusting for inflation. The remaining contributions came from foundations, special events, corporate matching gifts, and government.

The growth in individual giving, according to the ACA, was due partially to "increased efforts in the areas of direct mail, telemarketing, and workplace giving programs. Six united arts funds inaugurated workplace giving campaigns in 1989."[12]

Additional news pertaining to the funds in 1989 included publication of *UAFacts*, a news service of the Coalition of United Arts Funds, and the UAFs' 18th annual conference in Dayton, Ohio.

The first edition of *UFActs* reported on the AT&T Foundation's intention "to phase out all operating support for umbrella arts organizations over the next two years .... The bright side is that operating support grants will continue to be an option for local contribution budgets."

Arts Highlights

Other developments in the arts of interest to philanthropy in 1989 included:

- Creation of The National Task Force on Presenting and Touring the Performing Arts, with funding from the Rockefeller Foundation, Pew Charitable Trusts, and the National Endowment for the Arts. The aim of the Task Force is to recommend changes in how performances are presented, with emphasis on the needs of the artists themselves.
- Announcement by the Pacific Telesis Foundation that one-third of its 1989 arts budget was earmarked for "innovative programs that bring the arts to the schools and the students to the arts." The program focuses on inner-city and rural schools.
- Dedication of the Bayer USA Broadcast Center for the Arts in

Pittsburgh in September, underwritten by a $500,000 grant from the firm, which is the U.S. management holding company for the West German aspirin manufacturer.

Humanities Federation Reviews Grants' Impact on Local Groups

The extent to which funding from various philanthropic sources as well as from state government bodies "shape the organizations they support" was explored at the 1989 annual conference of the Federation of State Humanities Councils, held in October in Nashville. The 12-year-old Federation services the 53 State Councils.

Issues reviewed included: how start-up funds affect an organization's development; whether multi-year grants encourage dependency or stability; foundation support of smaller innovative groups versus "preservation of better established, venerable cultural institutions"; and whether the grant-making process "favor(s) the insider."

Other issues at the conference, held under the theme of "Shared Values, Shared Conflicts," included:

- Whether designating English as the official language of the United States is a necessity or a problem;
- The role of humanities scholars in controversial public policy debates on such issues as health care and the environment;
- Collaboration between Arts Councils and Humanities Councils;
- Maintaining scholarly standards while presenting humanities programs "that appeal to non-scholarly audiences."

In other news of philanthropic interest in the humanities, the Pew Charitable Trusts provided a $500,000 grant to Vassar College for humanities projects on writing, languages, and linguistics. The funds will support three faculty positions, programs encouraging use of the computer as an instructional and writing tool, and renovation of the humanities building housing the writing laboratory.

Large Gifts to Arts, Culture, & Humanities

Honolulu Academy of Arts
James and Mari Michener
$18,000,000
American paintings & Japanese prints

Metropolitan Museum of Art (NY)
Walter H. Annenberg
$15,000,000

Denver Museum of Natural History
Estate of Frank H. Riketson, Jr.
$7,000,000

Philadelphia Museum of Art
Walter H. Annenberg
$5,000,000

National Gallery of Art (DC)
Walter H. Annenberg
$5,000,000

WTTW (Chicago) and WNET (NY)
John D. and Catherine T. MacArthur Foundation
$5,000,000

Melin Collection (Houston)
Brown Foundation
$5,000,000

Connecticut Public Broadcasting System — Discover The World of Science
GTE Foundation
$4,500,000
over two years

Brooklyn Museum
Iris and B. Gerald Cantor
$3,500,000

Broadcast Museum (NY)
William Paley
$2,000,000

Guthrie Theater
Bush Foundation
$2,000,000
over two years

San Francisco Conservatory of Music
James Irvine Foundation
$2,000,000

Dallas Symphony Association
NCNB Texas
$2,000,000

Dallas Symphony Association
Wendy Reves
$2,000,000

Metropolitan Museum of Art
Mrs. Enid A. Haupt
$1,500,000

Metropolitan Museum of Art (NY)
Enid A. Haupt
$1,500,000

Museum of Fine Arts (Boston)
Digital Equipment Corporation
$1,400,000

Walker Art Center (MN)
General Mills Foundation
$1,200,000

Los Angeles Philharmonic Association
W. M. Keck Foundation
$1,200,000

Science Museum of Minnesota (St. Paul)
Bush Foundation
$1,080,000

John G. Shedd Aquarium, Chicago (IL)
Kresge Foundation
$1,000,000

Jewish Museum (NY)
Dorothy Rodgers
$1,000,000

American Conservatory of Music (Chicago)
Robert R. McCormick Charitable Trust
$1,000,000

Bruce Museum, Greenwich, CT
Anonymous
$1,000,000

City of San Diego (Arts Festival)
Joan Kroc
$1,000,000

Art Institute of Chicago
Mitsubishi Bank LTD.
$1,000,000

Old Globe Theater, San Diego
Stephen and Mary Birch Foundation
$1,000,000

Asian Cultural Council (NY)
Ford Foundation
$1,000,000

Notes to Giving to Arts, Culture & Humanities

1/ Donald A. Moore, "Pluralism and Censorship Don't Mix," *Dance/USA Update*, November-December 1989, Page 4.

2/ Azade Ardali, *Black & Hispanic Art Museums: A Vibrant Cultural Resource*, Ford Foundation, 1989, New York.

3/ Claire Segal (ed.), *Collections, Monuments and Architecture at Risk: A Forum for Southern California Decision Makers*, National Committee to Save America's Cultural Collections, 1989, Washington, D.C.

4/ *BCA News*, a publication of Business Committee for the Arts, September/October 1989.

5/ Barbara Janowitz, "Theatre Facts 89," *American Theatre*, April 1990, Page 38.

6/ "Special Fund-Raising Campaigns," *Trustee Newsletter*, Fall 1989. The newsletter is a publication of the trustees of the Theatre Communications Group.

7/ Daphne Powell, "Bay Area Dance Community: Aftermath of the Quake," *Dance/USA Update*, November-December 1989, Page 9.

8/ *Dance/USA Update*, April 1989, Page 6; Leslie Hansen Kopp, "Preserving the Past: A Survey of Dance Company Archives," *Dance/USA Update*, January 1989, Page 11.

9/ Alan Rich, "Selling Out: How Far Will Orchestras Go to Fill a Seat?" *Symphony*, November/December 1989, Page 34.

10/ *Symphony*, May-June, p.69.

11/ Scott Cantreli, "How Dallas Did It," *Symphony*, September-October 1989, Pages 35-37.

12/ Amy Segal, 1989 *United Arts Fundraising*, American Council for the Arts, 1990, New York.

Giving to Public/Society Benefit 1955–1989
(Current $ vs. Inflation-Adjusted $)

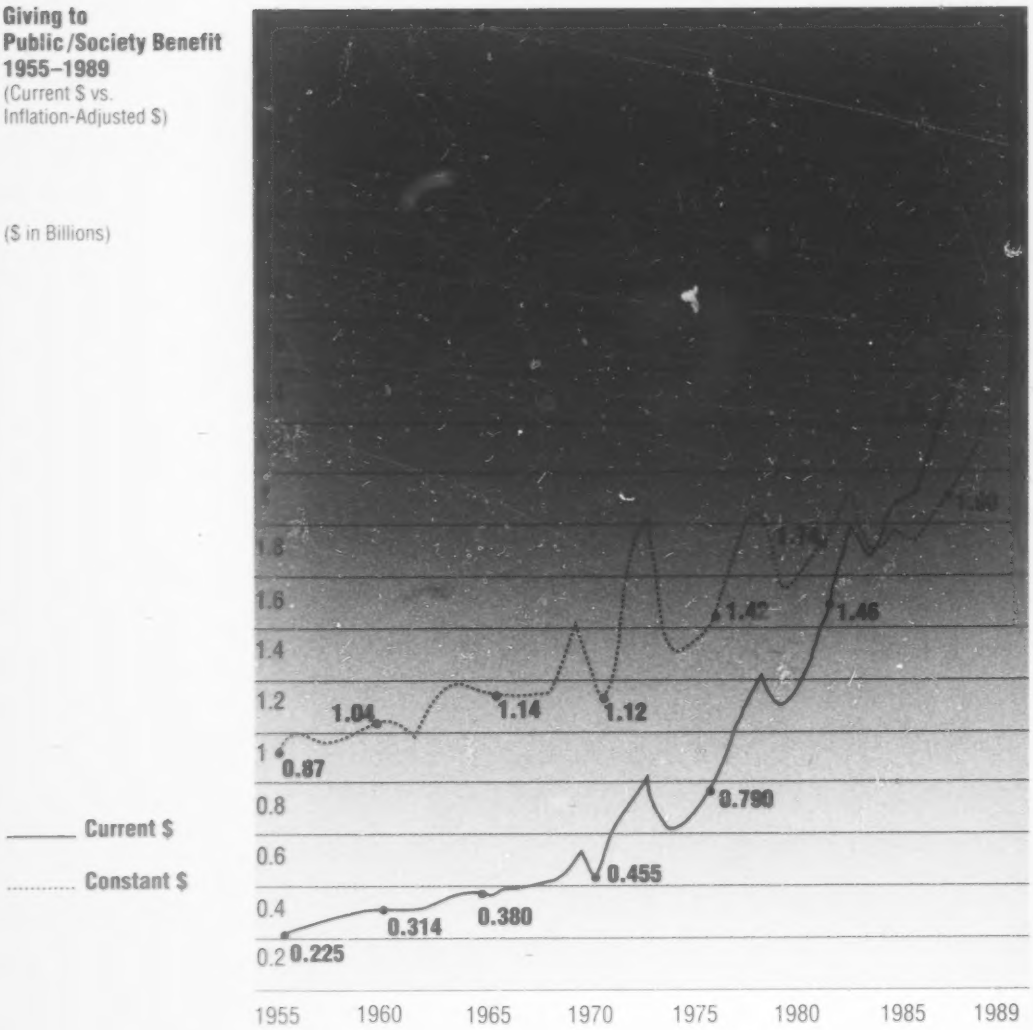

Table 30: Gifts to Public/Society Benefit ($ in Billions)

	Amount		Amount
1970	$0.455	**1980**	1.46
1971	0.684	**1981**	1.79
1972	0.82	**1982**	1.68
1973	0.62	**1983**	1.89
1974	0.67	**1984**	1.94
1975	0.79	**1985**	2.22
1976	1.03	**1986**	2.45
1977	1.22	**1987**	2.87
1978	1.08	**1988**	3.21
1979	1.23	**1989**	3.62

Philanthropic gifts to Public/Society Benefit groups in 1989 reached an estimated $3.62 billion, up 12.8 percent from the revised estimate of $3.21 billion given the year before.

In inflation-adjusted dollars, giving to this category grew 7.7 percent.

The $3.62 billion accounted for 3.2 percent of all philanthropic giving during the year.

Public/Society Benefit refers to organizations active in a variety of causes, including environmental issues, traffic safety, urban and rural development, civil justice, women's rights, animal protection, anti-pornography, pro- and anti-abortion, and numerous other causes on all points of the political/social spectrum.

The estimate of giving to Public/Society Benefit groups is projected from a survey of almost two hundred leading organizations conducted by the AAFRC Trust for Philanthropy.

Financial details of 501(c)(3) public benefit organizations appear in their Federal 990 forms, available for inspection at the IRS Freedom of Information Reading Room in Washington, D.C., and district IRS offices. Some organizations may provide the forms directly.

Giving to Environment Groups Grows more than 7 Percent

Giving to 16 leading organizations advocating protection of the natural environment and wildlife amounted to $211.1 million in 1989, an increase of 7.7 percent over the $196 million the same groups received the year before. After adjusting for inflation, the gifts represented an increase of almost 3 percent.

The $211.1 million also represented almost half of all the gifts received by the 185 Public/Society Benefit groups surveyed by the AAFRC Trust for Philanthropy, mainly because of $120 million given to one organization — the Nature Conservancy. Excluding that amount, contributions to environmental organizations comprised about a fifth of donations to all surveyed groups.

Other environmental groups receiving significant amounts in 1989 included the World Wildlife Fund ($28.3 million), the Sierra Club ($18.5 million), and the Wilderness Society ($13.3 million).

Oil Disaster and Fund Drive Spur Environmental Coalitions

A major environmental disaster, and a desire to enhance workplace contributions, generated the formation of two broad coalitions of ecology groups in 1989.

The disaster: 11 million gallons of crude oil spilled into Alaska's formerly pristine Prince William Sound by the grounding of a tanker owned by Exxon. Reportedly the worst spill in U.S. history, the March 24th disaster galvanized a number of leading environmental organizations,

investors, financial advisors, a union and other nonprofits into forming an umbrella group to "address environmental problems from the perspective of the marketplace," according to Joan Bavaria, an investment counselor and one of the organizers.

The Coalition for Environmentally Responsible Economies (CERES) encompasses 14 ecology groups, including the National Audubon Society, the Sierra Club, the National Wildlife Federation, and the International Alliance for Sustainable Agriculture, as well as the Social Investment Forum and the Interfaith Center on Corporate Responsibility. Its first project entailed formulating ten Valdez principles (after the name of the grounded tanker), which it urges corporations to adopt. The principles call on companies to minimize pollutants, use sustainable resources, minimize waste (especially hazardous waste), minimize health risks to employees, conduct an annual environmental "audit," and retain on their boards of directors "at least one member (who) will be a person qualified to represent environmental interests."[1]

For its part, the oil industry announced its own plan to deal with the danger of spills. According to William O'Keefe, Vice President and Chief Operating Officer of the American Petroleum Institute, the plan includes: mandatory participation by tankers in Coast Guard advisory traffic systems; federally legislated standards for state pilots operating in U.S. waters; no tolerance for substance abuse in officer licensing procedures; improved training; and more tug assistance. The plan also seeks creation of an industry-funded force of trained oil spill fighters, on 24-hour alert.[2]

The workplace contributions drive: The Environmental Federation of America (EFA), incorporated in March (the same month as the Exxon Valdez spill) to obtain access to, and coordinate participation in "governmental and corporate payroll deduction fund-raising campaigns," according to Kalman Stein, EFA's executive director.

The 18 founding members of EFA include: American Forestry Association, American Rivers, Clean Water Fund, Defenders of Wildlife, Environmental Action Foundation, Environmental Defense Fund, Environmental Law Institute, Environmental Policy Institute, National Audubon Society, National Parks and Conservation Association, National Wildlife Federation, Natural Resources Defense Council, Nature Conservancy, Rails-to-Trails Conservancy, Sierra Club Legal Defense Fund, Trust for Public Land, Union of Concerned Scientists, and Wilderness Society.

Mr. Klein defined the EFA as "one fund for the environment, because it gives donors the unique option of making one gift which addresses the full scope and needs of environmental concerns."[3]

Other philanthropic developments in environmentalism in 1989 included:

- Convening in May of a National Research Council forum on global change, funded by the Geraldine R. Dodge Foundation, the Rockefeller Foundation, the Tinker Foundation, the U.S. Committee for Man and the Biosphere, the Business Roundtable, and several federal agencies. The forum included presentations on developing a global environmental policy, computer-mathematic modeling of the greenhouse effect, impact of a rising sea level, deforestation, and other issues.[4]
- Appropriation of $3 million over three years by the Chicago Community Trust for solid waste management. The initiative seeks to promote waste reduction, reuse, and composting.

Major Study on Black Americans Funded by Leading Grantmakers

The well-being of both black and white Americans during the past half century has advanced greatly "by almost all aggregate statistical measures," including income, occupation, education and political participation. Yet by virtually all of these same measures, blacks "remain substantially behind whites."

This is the first of many conclusions reached in a three-year, foundation-funded study of black Americans released in 1989.

A Common Destiny: Blacks and American Society was prepared by the National Research Council with $2.7 million in funding from the Carnegie Corporation of New York, Pew Charitable Trusts, Ford Foundation, Robert Wood Johnson Foundation, Rockefeller Foundation, Andrew W. Mellon Foundation, and Alfred P. Sloan Foundation, as well as the National Research Council Fund.

In scope and potential impact, the study has been compared to the 1944 classic *An American Dilemma* by Gunnar Myrdal and the 1968 *Report of the National Advisory Commission on Civil Disorders*.

Key findings of the report include:

- Blacks obtained their greatest economic gains during the 1940's-1960's, due largely to an expanding economy and civil rights legislation. But since the early 1970's, the condition of blacks relative to whites has "stagnated or deteriorated."
- "A considerable amount of remaining black-white inequality is due to continuing discriminatory treatment of blacks," with most of the evidence in housing.
- Black Americans "vote at the same or higher rates than whites of comparable socioeconomic status, support redistributive policies more often than do whites, and participate in a wider variety of political activity."

- "The organizations and institutions created by blacks, as well as changing concepts of black identity, were two crucial foundations on which the sweeping improvements in blacks' legal and political status were attained."
- "Among blacks, changes in family structure per se have not been a major cause of continuing high poverty rates since the early 1970's."
- "The past five decades have shown that purposeful actions and policies by governments and private institutions make a large difference in the opportunities and conditions of black Americans. Such purposeful actions and policies have been essential for past progress, and further progress is unlikely without them."
- In the absence of new income, employment and educational opportunities, "approximately one-third of the black population will continue to be poor, and the relative employment and earning status of black men is likely to deteriorate further" in the near future.[5]

Also concerning the racial climate in 1989, the Chicago Community Trust issued a report on the status of ethnic and religious relations in that city. Among its conclusions:

- "Racial and ethnic tensions are pervasive in Chicago," with racism permeating "every aspect of life."
- Neighborhoods are as segregated today as they were two decades ago, yet integration is essential to Chicago's well-being.
- The public perception that poverty and race are interchangeable is false.
- Whites' major fear is that integration "cannot be achieved safely."

Emphasizing that the road to change will be "long and torturous," the report issued a series of recommendations in housing, education, business, religion, the nonprofit sector, government and the media. It also called for the establishment of a new foundation to serve as an advocate, intervenor and funder of "positive human relations."[6]

Public/Society Benefit Highlights

Other philanthropic developments affecting public/society benefit issues in 1989 included:

- Publication of a report on prospects for advocacy in the 1990's by the Alliance for Justice, a coalition of public interest law firms, oversight groups, and others. Funded by the Rockefeller Family Fund, *Charting a Course for Advocacy* reviews the history of the relationship between advocacy groups and the federal government for the past two decades. It recommends that the Advocacy Forum, established in 1987, remain an ongoing entity to "provide an early warning sys-

tem against threats to advocacy." The report defines advocacy as including "litigation, legislative action, influencing the rulemaking process, and using the media to alert citizens to the issues."[7]

- A grant of $800,000 to the American Enterprise Institute, a conservative research organization, by the Pew Charitable Trusts. The grant will fund studies in fiscal policy, social security and pension research, financial markets, and regulatory issues.
- Acceptance by the federal government of advocacy groups representing widely varying political perspectives into the Combined Federal Campaign, the nation's largest workplace fund-raising effort. Among the groups accepted in 1989 were: Lambda Legal Defense and Education Fund, which provides legal services for homosexuals, anti-abortion and pro-choice groups, Phyllis Schlafly's Eagle Forum Legal Defense Fund, People for the American Way, American Civil Liberties Union Foundation, and the National Association of Black Law Enforcement Executives.[8]

Table 31: Gifts to Surveyed Public/Society Benefit Organizations

Name	Total 1988	Total 1989
ACCESS:A Security Information Service	$ 332,749	$ 394,685
Accuracy in Media Inc.	1,850,000	1,890,000
Action for Children's Television (ACT)	219,297	84,506
American Center for International Leadership	601,333	784,200
American Economic Foundation	22,035	22,966
American Farmland Trust	2,557,130	2,685,200
American Fund for Alternatives to Animal Research	81,873	79,587
American Humane Association (The)	1,752,720	1,963,283
American Institute for Economic Research	700,791	512,115
American Life League Inc.	4,100,000	5,700,000
American Rivers Inc.	1,050,944	1,647,254
Americanism Educational League	198,684	189,110
Americans for Health Inc.	274,353	182,667
AMIDEAST	62,762	95,902
Amnesty International	16,258,908	18,369,411
Animal Rights Network Inc. (The)	169,005	199,736
Animal Welfare Institute	389,199	357,716
ASPCA	5,958,889	8,231,000
Asbestos Victims of America	0	86,000
Association of Junior Leagues International	279,776	364,207
Better Government Association	485,451	553,600
Business and Professional Women's Foundation	512,562	695,559
Calc Foundation (The)	298,403	230,696
Campaign for Peace and Democracy/East and West	0	77,200
Campaign for U.N. Reform	67,000	50,000
Catholics United for Life	323,794	355,000
Cato Institute	2,141,672	1,855,183
Center for Community Change	1,211,152	1,176,350
Center for Governmental Research Inc.	433,588	448,440
Center for Immigrants Rights	221,305	223,980
Center for Innovative Diplomacy	222,027	321,979
Center for Popular Economics	25,000	36,850
Center for Public Justice	137,868	150,116
Center for Responsive Politics	231,914	125,200
Center for Rural Affairs	194,900	824,200

(Continued)

Table 31: Gifts to Surveyed Public/Society Benefit Organizations *(Continued)*

Name	Total 1988	Total 1989
Center for Science in the Public Interest	2,066,113	2,946,158
Center for Women's Studies and Services	94,061	176,984
Center on Budget and Policy Priorities	882,000	1,119,500
Central America Refugee Center	206,968	299,096
Christian Legal Society	1,169,610	840,101
Citizens for a Debt-Free America	745,347	1,549,168
Citizens for a Sound Economy Foundation	1,211,832	2,100,000
Coalition to Support Cuban Detainees	62,000	62,000
Committee for a Free Afghanistan	346,000	230,000
Congress of Racial Equality & Core Spec Purp Fund	944,927	954,199
Conservation Foundation Inc.	2,730,486	2,786,632
Consortium on Peace Research, Educ. & Dev.	5,172	7,663
Council for a Livable World Education Fund	195,510	440,518
Council for Responsible Genetics	45,294	97,813
Council on Economic Priorities	643,789	903,997
Critical Mass Energy Project of Public Citizen	45,812	85,862
Cultural Survival Inc.	554,614	1,003,359
DataCenter	234,937	127,273
Disciples Peace Fellowship	20,243	21,562
Earth Island Institute	554,235	706,785
Educational Fund to End Handgun Violence	45,790	25,437
Educators for Social Responsibility	359,339	458,166
Environmental Law Institute	401,000	434,000
Equal Rights Clearinghouse	31,500	48,750
Ethics and Public Policy Center Inc.	1,111,737	1,231,628
Federation for American Immigration	2,129,300	2,475,390
Greater Pittsburgh Commission for Women	17,146	50,881
Greater Yellowstone Coalition	442,380	314,550
Green Thumb Inc.	0	0
Guatemala Human Rights Commission/USA	11,745	32,445
Henry George Foundation of America	107,500	138,500
Human Rights Internet	118,740	135,338
Hunger Project (The)	9,264,000	10,017,000
Illinois Justice Foundation	61,484	66,946
Independent Plan for Neighborhood Councils	148,460	124,994

(Continued)

Table 31: Gifts to Surveyed Public/Society Benefit Organizations *(Continued)*

Name	Totai 1988	Total 1989
Indian Law Resource Center	333,586	351,861
Indochina Resource Action Center	202,227	136,539
Infact	794,750	883,535
Institute for American Values	0	179,820
Institute for Community Economics	175,000	157,000
Institute for Food & Development Policy	858,799	773,747
Institute for Soviet American Relations	217,008	217,025
Interhelp Inc.	19,654	11,958
Inter-Hemispheric Education Resource Center	55,900	131,015
International Center for Development Policy	1,852,319	1,729,389
International Leadership Center Foundation	967,000	516,000
International Phys. for the Prev. of Nuclear War	1,585,251	1,898,769
International Primate Protection League Inc.	135,038	111,202
Invest-In-America Foundation	272,295	355,745
Iowa Commission on the Status of Women	0	10,000
Jane Addams Peace Association Inc.	232,514	283,007
Jobs with Peace Educational Fund Inc.	589,818	638,789
Lawyers Committee for Human Rights	1,288,800	1,873,550
Lawyers Committee on Nuclear Policy (The)	73,590	81,992
Local Initiatives Support Corporation	7,242,406	8,379,607
Media Access Project	91,270	106,625
Mental Health Law Project	1,009,245	1,384,693
Meridian House International	1,064,006	1,219,705
Midwest Committee for Military Counseling	10,110	7,999
Mothers Against Drunk Driving	32,160,659	42,100,000
National Anti-Vivisection Society	1,567,441	1,467,437
National Audubon Society	8,833,000	10,174,000
National Ctr. for Amer. Indian Enterprise Dev.	214,301	162,348
National Center for Appropriate Technology	5,000	68,500
National Center for Fair and Open Testing	261,000	165,379
National Center for Financial Education	30,580	17,495
National Center for Nonprofit Boards	140,000	510,200
National Coalition Against Censorship	147,200	188,000

(Continued)

Table 31: Gifts to Surveyed Public/Society Benefit Organization

Name	Total 1988	Total 1989
National Coalition to Abolish the Death Penalty	60,386	116,342
National Committee for World Food Day	17,500	24,000
National Committee on Pay Equity	153,424	144,025
National Committee to Preserve Social Security	32,554,752	38,655,741
National Congress for Men Inc.	28,938	27,427
National Forum Foundation	885,600	796,000
National Gay & Lesbian Task Force	1,033,745	1,125,217
National Inst. Against Prejudice and Violence	107,924	144,141
National Institute for Women of Color	29,711	20,095
National League of Families of Amer. Prisoners	1,343,643	1,397,388
National Namibia Concerns	97,048	86,187
National Organization on Disability	710,638	585,142
National Peace Garden	38,353	107,500
National Peace Institute Foundation	471,409	410,674
National Puerto Rican Coalition	0	1,014,000
National Safe Workplace Institute	80,500	151,500
National Vietnam Veterans Coalition Foundation	25,000	30,500
National Women's Studies Association	128,415	160,812
Nature Conservancy	123,269,000	120,604,000
Nevada Desert Experience	76,000	74,000
New Options Inc.	28,250	35,000
New Perspectives Quarterly	100,000	155,000
Norml	110,000	89,000
North American Congress on Latin America	296,084	137,060
North American Farm Alliance Educational Project	51,791	66,175
Norwich Center Inc.	90,000	153,000
Our Developing World	12,016	13,513
Pacific Basin Development Council	0	12,000
Pacific Studies Center	14,500	24,400
Patriotic Education Inc.	11,579	14,436
Pax Christi USA	401,756	230,736
Peace Development Fund	1,070,641	1,166,354
Peace Links	310,119	276,722
Planet Drum Foundation	27,093	31,131
Priests for Equality	22,850	26,849

(Continued)

Table 31: Gifts to Surveyed Public/Society Benefit Organizations *(Continued)*

Name	Total 1988	Total 1989
Prisoners Rights Union	10,000	12,000
Psychologists for the Ethical Treatment of Animals	43,000	47,500
Public Responsibility in Medicine and Research	20,000	0
Quixate Center	1,272,828	1,642,696
Reason Foundation	963,421	1,236,669
Refugee Policy Group	283,000	528,600
Rural Coalition	646,265	217,430
Salvadoran Medical Relief Fund	158,527	266,109
Seventh Generation Fund for Indian Dev. Inc.	840,411	566,865
Sierra Club	16,774,053	18,569,651
Sierra Club Foundation	3,447,868	3,563,546
Sierra Club Legal Defense Fund	3,558,302	6,068,278
Smoloskyp	30,793	35,000
Southeast Asia Rescue Foundation	15,000	145,025
Southwest Research and Information Center	285,915	316,303
Tranet	4,700	5,225
Transafrica Forum	281,365	359,768
Tri-State Conf. on Steel	35,000	61,000
Tucson Women's Commission	5,252	13,601
Union of Concerned Scientists	2,886,256	2,721,886
Urban Homesteading Assistance Board	357,015	217,487
Urban Land Foundation	0	455,000
Veterans For Peace Inc.	42,070	33,114
Volunteers for Peace Inc.	47,206	52,765
Washington Office on Latin America	477,156	320,525
Washington Workshops Foundation	20,000	26,000
Wilderness Society	10,374,611	13,339,156
Willow Mixed Media Inc.	0	11,745
World Federalist Association	512,439	301,676
World Press Institute	443,200	379,800
World Resources Institute	3,019,833	2,184,741
World Wildlife Fund	19,629,959	28,348,468

Large Gifts to Public/Society Benefit

Central Park
Central Park Conservancy
$35,000,000

Joint Center for Political Studies
Ford Foundation
$2,500,000

Ronald Reagan Chair in Public Policy
The Heritage Foundation
$2,500,000

World Vision (CA)
J. Howard Pew Freedom Trust
$2,000,000

Fund for Peace (NY)
Ford Foundation
$1,500,000

National Institute for Dispute Resolution (DC)
Ford Foundation
$1,320,000

American Enterprise Institute (DC)
Lynde and Harry Bradley Foundation
$1,300,000

Canal Community Alliance (CA)
Marin Community Foundation
$1,250,000

Remediation and Training Institute (DC)
Ford Foundation
$1,250,000

World Wildlife Fund & the Conservation Foundation
Rockefeller Foundation
$1,000,000

Illinois Facilities Fund
Chicago Community Trust
$1,000,000

Vera Institute of Justice
John D. and Catherine T. MacArthur Foundation
$1,000,000

Social Science Research Council (NY)
Ford Foundation
$1,000,000

Bryant Park (NY)
Enid A. Haupt
$1,000,000

Committee for Economic Development (NY)
Daiwa Securities
$1,000,000

Notes to Giving to Public/Society Benefit

1/ Joan Bavaria, "An Environmental Code for Corporations," *Issues in Science and Technology*, National Academy of Sciences, Winter 1989-90.

2/ William F. O'Keefe, "After Valdez: The Oil Industry Speaks," *Issues in Science and Technology*, National Academy of Sciences, Fall 1989.

3/ Letter from Kalman Stein, Executive Director of Environmental Federation of America, to AAFRC Trust for Philanthropy, October 6, 1989.

4/ Ruth S. DeFries and Thomas F. Malone (eds.), *Global Change and Our Common Future: Papers From a Forum*, National Academy Press, 1989, Washington, D.C.

5/ Gerald David Jaynes (Study Dir.) et. al., *A Common Destiny: Blacks and American Society*, National Research Council, 1989, Washington, D.C.

6/ Clarence N. Wood (Director), Human Relations Task Force, *A Report on Race, Ethnic, & Religious Tensions in Chicago*, Chicago Community Trust, September, 1989, Chicago.

7/ Nan Aron, Susan Kalish, *Charting a Course for Democracy: A Report to the Advocacy Forum*, Alliance for Justice, November, 1989, Page 1.

8/ Mike Feinsilver, "Government Gives 389 Groups a Shot at Federal Charity Dollars," Associated Press AAA Wire, August 10, 1989.

Giving to All Other Uses 1955–1989
(Current $ vs. Inflation-Adjusted $)

($ in Billions)

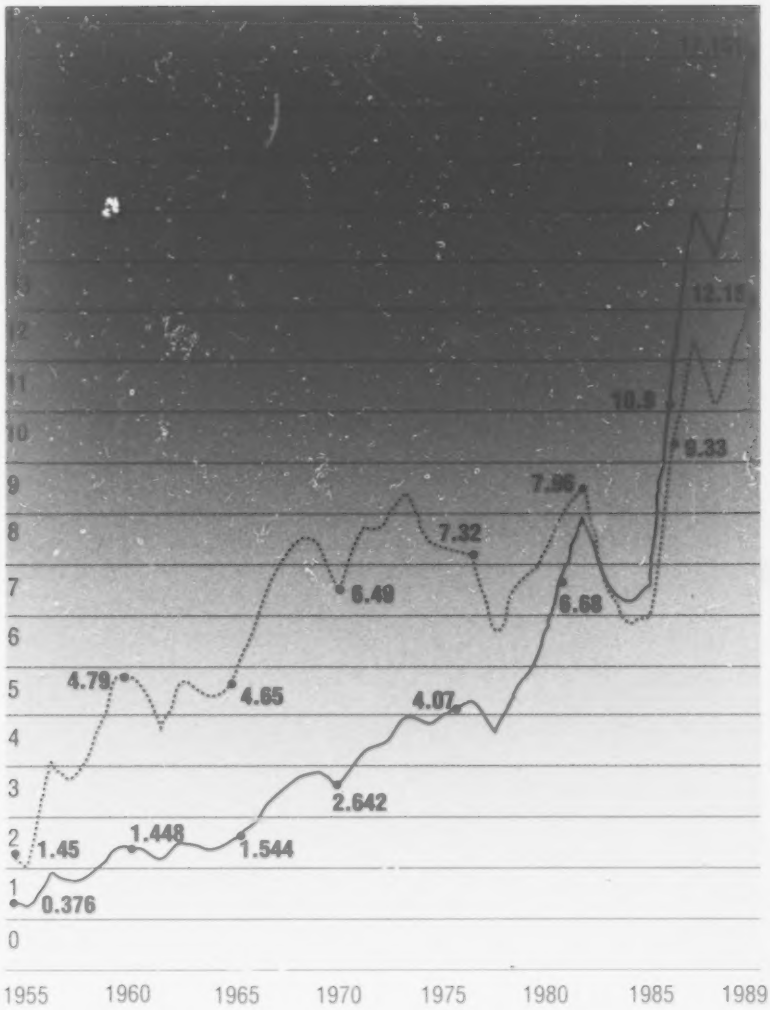

Table 32: Gifts to All Other Uses ($ in Billions)

	Amount		Amount
1970	$ 2.642	**1980**	6.680
1971	3.326	**1981**	7.900
1972	3.520	**1982**	6.620
1973	4.030	**1983**	6.220
1974	3.830	**1984**	6.670
1975	4.070	**1985**	10.900
1976	4.310	**1986**	13.980
1977	3.660	**1987**	12.901
1978	4.620	**1988**	15.479
1979	5.270	**1989**	17.151

Table 33: Gifts to Surveyed Other Organizations

Name	Total 1988	Total 1989
ACCION International	$ 720,520	608,315
African Food & Peace Foundation	56,500	86,000
American Committee for KEEP	35,848	33,584
American Friends Service Committee	23,028,858	23,870,000
American Jewish World Service	2,469,114	2,046,992
American Near East Refugee Aid	1,192,125	1,520,988
Americans for International Aid & Adoption	80,825	76,823
Amigos de las Americas	0	1,569,797
CARE	27,941,000	32,215,000
Children International	19,144,950	22,882,135
Christian Children's Fund, Inc.	92,995,852	101,743,506
Direct Relief International	9,630,000	12,245,000
Domestic and Foreign Missionary Soc.	31,289,840	32,345,135
Foster Parents Plan Inc.	23,933,680	27,330,863
Foundation for the Peoples	308,500	305,000
Freedom from Hunger Foundation	1,900,491	1,647,071
Helen Keller International Incorporated	2,923,997	3,174,855
Interchurch Medical Assistance, Inc.	17,110,930	18,809,083
Internat'l Center for Research on Women	198,843	307,224
Internat'l Child Care (USA)	448,294	470,789
Internat'l Eye Foundation	1,737,075	1,958,832
International Voluntary Services Inc.	668,910	541,780
Lutheran World Relief	8,698,258	6,704,195
Mercy Corps Internat'l	2,806,772	3,789,565
New Israel Fund	3,274,000	5,008,500
Oxfam-America, Inc.	10,439,839	10,837,478
Project Concern International	2,922,339	3,618,650
SAVE Lebanon, Inc.	108,678	87,647
Service & Development Agency	153,500	158,700
SHATIL	236,470	325,494
Spanish Refugee Aid	186,942	187,77[illegible]
Unitarian Universalist Service Committee	2,366,901	2,345,562
World Wildlife Fund	18,909,149	27,934,474

Large Gifts to All Other Uses

Philadelphia Public/Private Ventures
Pew Memorial Trust
$8,300,000

Los Angeles Public Television Station KCET (CA)
W.M. Keck Foundation
$5,300,000

Colonial Williamsburg Foundation
Annenberg Foundation
$5,000,000

National Academy of Science
Ford Foundation
$4,228,250
44 months

Ford's Leadership Program for Community Foundations
Ford Foundation
$3,800,000

Partners in the Americas (DC)
W.K. Kellogg Foundation
$3,700,000

Quest International, Granville,(OH)
W.K. Kellogg Foundation
$2,500,000

Committee to Protect Journalists (NY)
Ford Foundation
$2,290,000

Marin City Consortium
Marin Community Foundation
$2,120,000

Public/Private Ventures, Philadelphia (PA)
William and Flora Hewlett Foundation
$2,000,000

Ford's Leadership Program for Community Foundations
John D. and Catherine T. MacArthur Foundation
$2,000,000

State of Connecticut Office of Policy and Management
Robert Wood Johnson Foundation
$1,799,996

Duke University Benjamin N. Duke Leadership Fund
Duke Endowment
$1,094,000

Chicago Community Trust
Northern Trust Company
$1,000,000

Woodrow Wilson National Fellowship Foundation (NJ)
Dewitt Wallace Reader's Digest Fund
$1,000,000

Native American Rights Fund, Boulder, CO
Ford Foundation
$1,000,000

Itasca County (Grand Rapids, MN)
Blandin Foundation
$1,000,000

Urban Institute
Ford Foundation
$1,000,000

International Olympic Committee
Brothers Industries Limited
$1,000,000
for Olympic Museum

Appendixes

A. Methodology

B. Advisory Council on Methodology, and Editorial Advisory Committee

C. American Association of Fund-Raising Counsel, and the AAFRC Trust for Philanthropy

D. Sources of Philanthropic Information

Appendix A

Methodology

Estimates of how much Americans contribute to charitable causes and institutions are devised by the AAFRC Trust for Philanthropy from numerous sources, including a specially-commissioned econometric model, nationwide surveys of donors and recipients, and research organizations surveying still other populations. The estimates are revised each year upon the acquisition of more complete data.

It should be emphasized that the classification of recipients or "uses" of contributions is somewhat arbitrary. Definitions of health, human services, arts and other "uses" are not only inexact, but can and do overlap. Organizations may consider themselves in more than one area, especially regarding health and human services. Therefore, annual comparisons among and within the uses of philanthropic donations should be made tentatively, if at all.

Following is a description of the methodology for deriving the estimates of giving by each donor group, and to each recipient group.

Giving by Individuals

The estimate of giving by individuals is obtained through a mathematical equation correlating personal giving with five factors which, over time, have demonstrated a statistically significant relationship to the amount of personal contributions. The equation, known as the Personal Giving Estimating Model (PGEM), was developed by Dr. Ralph Nelson of Queens College, City University of New York.

The five factors include: (1) total personal income, the most important determinant of giving, (2) population in the prime giving ages of 35 through 64, (3) Standard and Poor's 500-Stock Index for the year-ending months of November and December, (4) political party of the President of the United States, and (5) the "time trend," a method of incorporating the progressive effect of other variables, such as changes in tax inducement to give, attitudes towards giving, tax-law modifications, and perceptions of the role of government in philanthropic areas.

Prior to selecting the five factors, Dr. Nelson constructed an independent time series containing what was called the "best estimate" of annual personal giving from 1948 through 1982. (These replaced the estimates which were published in early editions of *Giving USA*.) For the present edition, the "best estimate" is applied through 1986.

For most of those years, the annual giving "best estimate" consists of the actual charitable donations declared by Americans who itemized their deductions — detailed breakdowns of which are published by the Internal Revenue Service — plus an estimate of donations by Americans who did not itemize. (For ten years — all before 1972 — in which itemized

deductions were unavailable, the giving figure consists of an average of the deductions for the year preceding and the year following, plus a separately-derived estimate of donations by non-itemizers.)

The "best estimate" of total personal giving based on direct IRS data was made only through 1986 for the current edition of *Giving USA*; data for 1987-1989 had not been available in time for inclusion. To provide estimates for the three most recent years, the PGEM equation was used, based on data for the "normal" 37-year period 1948-84 — before the peak charitable contributions law years of 1985 and 1986 — together with 1987, 1988, and 1989 data on the five key factors.[1]

The PGEM and the estimation process follow.

Equation for the Personal Giving Estimating Model (PGEM)

ln TPG = 23.501 + 1.025 ln PI 0.034 TIME + 2.410 ln GAP + 0.086 ln SPND + 0.014 PRES.

where:

ln TPG = natural logarithm of Total Personal Giving measured in millions of dollars.

ln PI = natural logarithm of Personal Income measured in billions of dollars.

TIME = time trend variable having a value of 1 for 1948, and increasing by 1 each year to a value of 40 for 1987, 41 for 1988, and 42 for 1989.

ln GAP = natural logarithm of number of persons of age 35-64 (prime Giving Age Population)

ln SPND = natural logarithm of the November-December average of Standard and Poor's 500-Stock Index (1943 = 10)

PRES = political party of incumbent President, having a value of 1 if a Republican and 0 if a Democrat

Example: *Estimates of Total Personal Giving for 1987-1989*

Data for the five explanatory variables PI, TIME, GAP, SPND and PRES for 1987-1989 were:

	PI	TIME	GAP	SPND	PRES
1987	3776.6	40	79,605	242.99	1
1988	4064.5	41	81,257	273.77	1
1989	4428.7	42	82,964	322.84	1

Applying the above five factors to the PGEM equation, the PGEM estimate for 1987 total personal giving was $78.04 billion, for 1988 it was $86.35 billion, and for 1989 it was $96.43 billion. Amounts for 1985 through 1988 were slightly different from those published in last year's issue of *Giving USA* because of revisions made by the U.S. Commerce Department in its estimate of personal income, and by the U.S. Bureau of the Census in its estimates of giving-age population.

Giving by Bequest

The estimate of giving by bequest is derived from surveys of health, human service, public/society benefit and other organizations conducted by the AAFRC Trust for Philanthropy, research on large bequests to the arts also undertaken by the Trust, and a survey of colleges and universities conducted by the Council for Aid to Education. The surveys and research reveal bequest amounts actually received rather than pledged. Bequests received by surveyed organizations during the current year are compared to the amounts received the previous year, and the resulting percent change is applied to the previous year's total.

Bequest figures from 1955 through

1980 are those reported by the IRS. From 1981 through the present, the figures are derived through the methodology described above, because IRS estimates specifically exclude bequests made by all estates below $500,000.

Giving by Foundations

The estimate of giving by foundations is a projection based on a survey of about 300 representative foundations conducted annually by the AAFRC Trust for Philanthropy, and data provided by The Foundation Center.

Grants made by the responding foundations for the current year are compared to grants made the previous year, and the percentage difference is applied to the revised estimate for the prior year, to derive the current year's estimate. The survey results are adjusted to minimize the effect of certain late-breaking developments, such as a surge in the grants of any one large foundation, which may skew the estimate in an unrepresentative manner.

Foundation grants from 1955 through 1985, and 1988, are those reported in The Foundation Center's national data bank. (The data bank did not report grants for 1986 due to a change in data acquisition methods; that change also affected its 1987 figure.) The data bank's totals are themselves derived from data identical to that provided to the Internal Revenue Service.

Giving by Corporations

The estimate of corporate contributions is developed by the Council for Aid to Education, based on three annual surveys: the Survey of Voluntary Support of Education, the Annual Survey of Corporate Contributions (sponsored with, and conducted by, The Conference Board), and a year-end brief survey of 100 pace-setting corporations and corporate foundations.

The Survey of Voluntary Support of Education, covering the fiscal year ending June 30, yields data on corporate gifts to colleges and universities, which is then statistically interpolated to project corporate giving as a whole for that fiscal year. This projection is then modified in accordance with data obtained from the Annual Survey of Corporate Contributions — which covers the previous calendar year, and reflects between 35 and 40 percent of total corporate contributions for that year. Finally, that figure is again modified in accordance with the results of the year-end brief survey to arrive at the estimate appearing for the first time in *Giving USA*.

This printed figure is known as the preliminary estimate, usually devised in January or February. The preliminary estimate is modified for the following year's edition of *Giving USA* as later survey data becomes available. It is modified a third and final time when the Internal Revenue Service releases the authoritative

figure, based on corporate tax returns. Data from the IRS is typically available three or four years after returns are filed. Thus, the 1989 edition of *Giving USA* reflects authoritative, or final figures for corporate giving through the year 1986, and estimates for 1987 through 1989.

Giving to Religion

The estimate of giving to religion is a "residual" category, that is, each year's figure is the amount that remains of total giving after all other recipient estimates have been devised. A more exact methodology is unworkable because most major religious organizations and federations in the United States do not release information on the amount of contributions they obtain. Further, among many religious groups, giving to religion is considered identical with giving to human services, health care, etc., when such services are administered by organizations founded by the religious groups. With the exception of the National Council of Churches, which reports on donations to Protestant communions, it is unknown whether religious organizations even collect the relevant data.

Independent studies of giving to religion have arrived at estimates very close to those appearing in *Giving USA*. The most recent study, "From Belief to Commitment" conducted by the Gallup Organization for Independent Sector, and based on interviews with 4,200 congregations, concluded that religious giving in 1986 was $41.4 billion, compared to $41.68 billion estimated by the Trust.

Other studies confirm that giving to religion far outweighs giving to any other type of recipient, as indicated in *Giving USA*. For example, a 1986 Trust-sponsored Gallup poll of households with incomes of $40,000 and above found that the median gift to religion was almost three times the median gift to the next highest category: $610 for religion versus $220 for international/foreign aid programs. Likewise, a 1984 study by Yankelovich, Skelly and White, Inc. found that the average gift to religious charity amounted to 2.6 times the average gift to other causes.[2]

Giving to Education

The estimate of giving to education, from 1980 to the present, is projected from three sources: the survey of *Voluntary Support of Education* conducted each fiscal year by the Council for Aid to Education the annual *Corporate Support of Education* bulletin, which Council for Aid to Education prepares from The Conference Board's *Annual Survey of Corporate Contributions*, and education grants from non-corporate foundations as reflected in *The Grants Index*.

To the Council's totals of foundation, individual and other gifts to higher education — statistically transposed, where appropriate, to reflect

calendar rather than fiscal years — are added estimates of individual gifts to elementary and secondary schools; foundation grants to elementary and secondary schools, vocational and continuing education, libraries and research institutes, and education-related organizations; and business gifts to all educational areas — fellowships, scholarships, direct grants both to higher education and independent schools, and so forth.

From 1960 to 1972, the estimates of giving to education are obtained from estimates prepared for the Commission on Private Philanthropy and Public Needs, generally referred to as the Filer Commission after its Chairman, John H. Filer. From 1973 to 1979, the estimates are projections based on the Filer Commission data.[3]

Giving to Health

The estimate of giving to health, from 1973 through the present, is projected from a survey of leading health associations conducted by the AAFRC Trust for Philanthropy, and (since 1986) a survey of nonprofit hospitals conducted by the National Association for Hospital Development (NAHD). Where appropriate, NAHD fiscal data is statistically transposed to yield calendar year data. The percentage difference between contributions for the current and prior years among surveyed respondents is applied to the prior year's estimate to yield the current year's estimate.

From 1960 to 1972, health estimates are those prepared by the Filer Commission.

Giving to Human Services

The estimate of giving to human services is derived from a survey of major human service providers conducted by the AAFRC Trust for Philanthropy, and data reported by United Way of America. The percentage difference between contributions for the current and prior years reported by surveyed respondents and United Way is applied to the prior year's estimate to yield the current year's estimate.

Giving to Arts, Culture and Humanities

The estimate of giving to Arts, Culture and Humanities is projected from surveys of art museums, dance, opera, theater, symphony orchestra and public broadcasting stations conducted by their respective service and professional associations. These include the Association of Art Museum Directors, Dance/USA, Opera America, Theatre Communications Group, American Symphony Orchestra League, and Corporation for Public Broadcasting. The percentage difference between contributions reported for the current year and the prior year is applied to the prior year's estimate to yield the current year's estimate.

Giving to Public/Society Benefit

The estimate of giving to Public/Soci-

ety Benefit is a projection based on surveys of organizations representing a wide variety of social change causes on all points of the political spectrum. Such causes may include environmental preservation, public safety, urban and rural improvements, animal protection, civil and legal rights for women and minorities, pro-choice and anti-abortion, among numerous others. The percentage difference between contributions reported for the current year and prior years is applied to the prior year's estimate to yield the current year's estimate.

Giving to All Other Uses

The estimate of giving to All Other Uses reflects gifts to organizations providing most of their services overseas, foundations, groups which may not describe themselves within the six established categories, and groups which, for one reason or another, cannot be statistically monitored with a sufficient degree of accuracy. The estimate combines percentages obtained from a survey of organizations and from the change in total giving for the year.

Notes

1/ Ralph L. Nelson, Ph.D., *The Amount of Total Personal Giving in the United States 1948-1982, With Projections to 1985 Using the Personal Giving Estimating Model*, June 1986, United Way Institute, Arlington, Va. Page 6.

2/ Virginia A. Hodgkinson and Murray S. Weitzman, *From Belief to Commitment*, 1988, Independent Sector, Page 5 and Table 4.14, page 39. Also, *An Analysis of Charitable Giving by Upper Income Households for 1986 and 1987*, Gallup Organization, commissioned by the AAFRC Trust for Philanthropy, Page 11. Also, *Dimensions of the Independent Sector: A Statistical Profile*, Independent Sector, 1986, Table 3.4, Page 55.

3/ Ralph L. Nelson, "Private Giving in the American Economy: 1960-1972," Research Papers Sponsored by The Commission on Private Philanthropy and Public Needs, *Volume I: History, Trends, and Current Magnitudes*, 1977, U.S. Department of the Treasury.

Appendix B

Advisory Council on Methodology

The Advisory Council on Methodology for *Giving USA*, comprised of experts in the fields of research and philanthropy, meets as necessary to review and critique progress and procedures. Individual members also consult on an ongoing basis with the staff of the AAFRC Trust for Philanthropy.

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Janet Stampler: Data verification, chart production, computer instruction.

Appendix C

American Association of Fund-Raising Counsel, Inc. and the AAFRC Trust for Philanthropy, Inc.

The American Association of Fund-Raising Counsel was founded in 1935 to advance professional and ethical standards in philanthropic fund-raising consulting, and to promote philanthropy in general.

Early Association leaders were intimately aware of what philanthropy had accomplished for America and for Americans. They wanted to ensure that fund-raising counseling firms contributed positively to the cause that has been so important to the nation's houses of worship, cultural and arts institutions, colleges and universities, hospitals, health associations, human service providers, and other nonprofit organizations.

The founders sought to enhance the professionalism of a field that was disorganized and sometimes misunderstood and mistrusted. Their first act was to develop a Fair Practice Code. The code today is widely accepted as the standard for professional conduct.

The Association's other commitment — promoting philanthropy beyond technical fund-raising — also has expanded through the years, leading to the birth of the AAFRC Trust for Philanthropy in 1985.

The Trust, a grantmaking and project-initiating foundation, endeavors to advance research and education in philanthropy, and to increase recognition of philanthropy for its pervasive and beneficial influence in shaping the life and character of the nation.

The Trust's programs include preparing and publishing *Giving USA* and *Giving USA Update*, promoting the introduction of philanthropy at the undergraduate level in cooperation with the Association of American Colleges, facilitating an appreciation of the history of the broad field of philanthropy through fund-raising seminars and courses, commissioning studies on anthologies of seminal works and on critical issues in philanthropy, and sponsoring awards for research in philanthropy and education in cooperation with the Council for Advancement and Support of Education.

AAFRC Trust for Philanthropy Board of Directors, 1989-90

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Toni K. Goodale
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Martin Grenzebach
Joanne Hayes
Charles E. Lawson
Ralph L. Nelson
Peter M. Norman
Sumner G. Rahr
Steven C. Rockefeller, Jr.
George C. Ruotolo
Gabriel Rudney
Gary E. Rounding
Paul H. Singer
Harry L. Staley
Sue Stern Stewart
Robert L. Thompson
Lawrence M. Weber
Stephen Wertheimer
Russell G. Weigand
Robert J. Zuer

American Association of Fund-Raising Counsel, 1990

Alford, Ver Schave & Associates, Inc.
American City Bureau
Paul Blanshard Associates, Inc.
Brakeley, John Price Jones Inc.
Caesar & Washburn, Incorporated
Campbell and Company, Inc.
Community Counselling Service Co., Inc.
Community Service Bureau, Inc.
Cosgriff Company
John B. Cummings Co., Inc.
Development Management Associates
R. F. Dini & Associates, Inc.
J. Donovan Associates, Inc.
Charles R. Feldstein & Company, Inc.
Fitzgerald, Graves & Company
Fund Consultants, Inc.
J. C. Geever, Inc.
Goodale Associates
John Grenzebach & Associates, Inc.
Maurice G. Gurin (honorary)
The Bill Heim Company
IDC
Ketchum, Inc.
Marts & Lundy, Inc.
The Martin J. Moran Co., Inc.
Sumner Rahr & Company, inc.
Arthur D. Raybin Associates, Inc.
Ruotolo Associates Inc.
Robert F. Semple Associates
Staley/Robeson, Inc.
Staley/Robeson/Ryan/St. Lawrence, Inc.
Ward, Dreshman & Reinhardt, Inc.
Milton Hood Ward and Co., Inc.

Appendix D

Sources of Philanthropic Information

American Association of Fund-Raising Counsel, and AAFRC Trust for Philanthropy
25 West 43rd Street
New York, N. Y. 10036
212-354-5799

American Council for the Arts
1285 Avenue of the Americas
New York, N. Y. 10018
212-245-4510

American Council on Education
Suite 800
One Dupont Circle
Washington, D.C. 20036
202-939-9300

Business Committee for the Arts, Inc.
1770 Broadway
New York, N. Y. 10019
212-664-0600

The Conference Board
845 Third Avenue
New York, N. Y. 10022
212-759-0900

Council for Advancement and Support of Education
Suite 400
11 Dupont Circle, N.W.
Washington, D.C. 20036
202-328-5900

Council for Aid to Education
51 Madison Avenue
New York, N.Y. 10010
212-689-2400

Council of Better Business Bureaus
4200 Wilson Blvd.
Arlington, Virginia 22203
202-703-276-0100

Council on Foundations
1828 L. Street, N.W.
Suite 1200
Washington, D.C. 20036
202-466-6512

Council of Jewish Federations
730 Broadway
New York, N. Y. 10003
212-475-5000

Evangelical Council for Financial Accountability
P.O. Box 17456
Washington, D.C. 20041
703-435-8888

Federation of Protestant Welfare Agencies
281 Park Avenue South
New York, NY 10010
212-777-4800

The Foundation Center
79 Fifth Avenue
New York, NY 10003
212-620-4230

Foundation for Independent Higher Education
4 Landmark Square, S-218
Stamford, CT 06901
203-353-1544

Independent Sector
1828 L Street, N.W.
Washington, DC 20036
202-223-8100

Lutheran Resources Commission
5 Thomas Circle, N.W.
Washington, DC 20036
202-667-9844

National Association for Hospital Development
112-B East Broad Street
Falls Church, Virginia 22046
703-532-6243

National Association of Independent Schools
18 Tremont Street
Boston, Massachusetts 02109
617-723-6900

National Catholic Development Conference
86 Front Street
Hempstead, NY 11550
5216-481-6000

National Catholic Stewardship Council
1275 K Street, NW
Washington, DC 20005
202-289-1093

National Charities Information Bureau
19 Union Square West
New York, NY 10003
212-929-6300

National Committee for Responsive Philanthropy
2001 S Street, N.W.
Suite 620
Washington, DC 20009
202-387-9177

National Council of Churches
475 Riverside Drive
Suite 868
New York, NY 10027
212-870-2511

National Health Council
350 Fifth Avenue
Suite 1118
New York, NY 10017
212-268-8900

National Society of Fund-Raising Executives
1101 King Street
Suite 3000
Alexandria, VA 22314
703-684-0410

United Way of America
701 N. Fairfax Street
Alexandria, VA 22314
703-836-7100

Volunteer — The National Center for Citizen Involvement
1111 North 19th Street
Arlington, Virginia 22209
703-276-0542

25 West 43rd Street
New York, NY 10036
(212) 354-5799